Perceptions of Assumption University Undergraduate Business Students towards “Tossapit Rajatham” the King’s Tenfold Moral Code: Governance in Sustainable Action

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Abstract - His Majesty King Bhumibol Adulyadej The Great King of Thailand is marking His eighty-sixth birthday on December 05, 2013. Assumption University of Thailand through several events and observances, including Professional and Business Ethics Seminars on Sustainability of Ethics in Action, continuously propagates His Majesty’s role in Good Governance. This paper, derived through a focus group research, explores perceptions of Undergraduate Business Administration students at Assumption University of Thailand towards “Tossapit Rajatham,” the King’s Tenfold Moral Code. The results indicate that the students have an awareness of Tossapit Rajatham through the visibly sustainable value-enhancing actions of His Majesty the King in His 66 years of reign in the Kingdom of Thailand.

Keywords - Ethics, Focus Group Research, Sustainable Action, Tossapit Rajatham

Remark: The full paper may be found in www.inrit2013.com