Guidelines to Create Acceptance of Female Mayors' Administration: A Case Study of Saraburi

Khwanta Benchakhan[a*], Waiphot Kulachai[b], Santhan Chayanon[c],
Wijittra Srisorn[d] , Kantima Pongnairat[e]
[abcd] College of Politics and Government, Suan Sunandha Rajabhat University, Thailand
[e] Faculty of Political Science and Law, Burapha University, Thailand
*Corresponding Email Address of Corresponding Author: khwanta.be@ssru.ac.th

Abstract

The objective of this research is to study guidelines to create acceptance of female mayors' administration in Saraburi, Thailand. Qualitative research was employed to collect the data from 20 key informants including 5 mayors, 10 municipal clerks and deputy municipal clerks, and 10 members of the municipal councils. The authors used an in-depth interview to obtain the data from the key informants and analyzed the data using an analytical induction technique. The findings indicated that there are 7 guidelines to create acceptance of female mayors' administration which are (1) information about women's roles should be promoted to build acceptance and a positive attitude towards their management, (2) Superiors and subordinates in government organizations, private agencies, and related networks should give female mayors the opportunity to participate in activities as equal important as males, (3) Female mayors are required assertiveness, actively participation in and dedication themselves to community development, (4) There should be a knowledge-enhancing training program, such as legal regulations to be aware of as well as personality development, (5) There should be a forum to promote activities and awards to women leaders who have performed well and are accepted by society, (6) The government must adequately support the budget for the promotion and development of women's roles, and (7) Improvements in laws, regulations, and policies related to the promotion of women's roles should be considered.

Keywords: guidelines to create acceptance, female mayors, administration

1. Introduction

In the past, Thai women had no right or role in any position in society. It is not equal or equal to men. Equality between men and women did not exist. In the old days, men or men would have responsibilities as the head of the family, which was one of the reasons why women's roles were reduced. Based on Thai beliefs or traditions in the old days, women played a large role in the family having to take care of various tasks while men are responsible for overseeing work outside the home. This corresponds to the studies of Yongpraderm (2002) and Rosjai (2011), which highlight the events of a bygone era in which women were once confined to their roles in the home and therefore less fortunate than men. This includes education, occupation, participation in society, politics, government, and status management. In addition, Women's roles are defined by a society where men are in power. Thai women are therefore inferior to men, but they take on many responsibilities without being praised and valued. The learning process in society reinforces the traditional belief that women are inferior to men, especially the fixed division of work. As a result, women lack the opportunity to get enough education to work for an income or work that is different from the status quo and to advance at the management level, especially in the position of

administrative leadership.

Economic, social, and political changes have contributed to the shift in women's roles. Nowadays, women or women need to work outside the home to generate income for their families. The changes have led to the development of women's role in the expression of their abilities, which will allow them to become involved in politics, government, and administration in key positions. For example, Local politicians, national politicians, or executive-level jobs at both lower and senior levels. This is evidenced by the number of political participants involved and stepping into the national and local roles of female leaders. According to the administrative and political information on women's political tenure in 2009, 48 of the 400 elected women members of the House of Representatives were elected. At the local level, particularly the municipal level, the number of women in the city council was 73 out of 552, the city council has 280 women out of 2,310 members, and there were 2,238 women out of 15,370 members in the district council (Gender and Development Research Institute, 2009).

In 2012, the Gender and Development Research Institute (2012) compiled data from the Personnel Division, Department of Provincial Administration, Ministry of Interior. The data shows the number of women holding political office at the national and local levels. According to the women's political tenure at the national level, there were 60 women from the election on constituency system out of the 79 elected members of the House of Representatives, were elected. In addition, the administrative and political data of women at the local level, specifically at the municipal level, showed that the number of city municipality mayors was 3 out of 23, the town municipality number was 7 out of 143, and the number of subdistrict municipality mayors was 124 out of 1,803.

In 2014, the Department of Local Administration, Ministry of Interior (2014) compiled a list and number of women leaders holding positions at the local level. The data showed that the total number of women city mayors is 3 out of 30. The number of town mayors was 14 out of 176 and the number of subdistrict mayors was 139 out of 2,234. According to the Rocket Media Lab in 2019, candidates from local administrative organizations, and chief executives of provincial administrative organizations, there were 283 male applicants accounting for 85.24%, and 49 female applicants accounted for 14.76%. (Thai PBS, 2020). In addition, the number of elected members of the House of Representatives in 2019 was 419 males and 81 females (Office of the Election Commission of Thailand, 2019).

The number of women taking political office at the national and local levels is increasing accordingly. But compared to the male, there may be a lot of differences because women's roles may be limited in decision-making and acceptance in the public arena. (Baskaran, T., & Hessami, Z., 2018). Therefore, changes in social conditions have resulted in a change in the importance of women's roles, both in recognition of the roles of leaders and followers, administrative, political, economic, social, and other fields. The most obvious data today is that women are increasingly accepted into roles in local administration, but that number is still small compared to men.

In the present study, researchers were interested in studying ways to build acceptance in the administration of female mayors. A case study in Saraburi is a huge challenge for local executives (female mayors) in today's political, economic, and social changes. Hence, the researchers were interested in finding ways to build acceptance in the administration of a female mayor. The findings can be used as a guideline for planning and developing work and encouraging women to play a greater role in local and national leadership.

2. Research Objectives

The main objective of this present research was to examine ways to build acceptance in the administration of female mayors: a case study of Saraburi Province.

3. Methods

In this research, we limited the scope of the target group in Saraburi by selecting the area of the local administrative organization in the form of a sub-district municipality, where only a female leader or female mayor holds office. The area includes: Takut Subdistrict Municipality, Than Kasem Subdistrict Municipality, Vihar Daeng Subdistrict Municipality, Na Phra Lan Subdistrict Municipality, and Tha Lan Subdistrict Municipality. We used a qualitative research method with 5 key informants of female mayors at the subdistrict municipalities level, 5 key informants who are Municipal Permanent Secretary or Deputy Municipal Permanent Secretary at the subdistrict municipality level, and 10 key informants who are members of the municipal council, both female and male, at the district municipality level. The data collection tool for qualitative research is an in-depth interview with key informants using analytic induction techniques for the analysis.

4. Results

The guidelines for building acceptance in the administration of female mayors are: (1) information about women's roles should be promoted to create acceptance and a positive attitude in the administration in various media or channels and to increase campaigns and publicity efforts to raise awareness among women in their political abilities and leadership roles (2) supervisors and subordinates in government agencies, private organizations, individuals, and related stakeholder should equal opportunities for women to participate in activities held on an equal footing with males, which does not discriminate or cater to males (3) women leaders must be assertive, have self-confidence, participate in the development of their own locality, and dedicate themselves to the development of the community seriously.

(4) there should be a knowledge-enhancing training program, such as regulations and laws that should be known. These will show the importance of women's potential and that women can lead and play various roles in society and build women's confidence by designing activities at the local level, such as organizing training at the national, regional, provincial, district, sub-district, and community levels, to create greater recognition of women's roles in Thai society (5) there should be awards activities in various categories to create diversity in women's leadership, such as capacity development camps and increasing women's roles. Awards in various arenas such as the outstanding businesswomen award, outstanding executive award, and outstanding mayor, stimulate and appeal to women from a wider and more diverse perspective (6) the government must provide adequate budgetary support for the promotion and development of women's roles. It is about women's development, organizing activities related to women's roles with an emphasis on practice or pushing for more women's roles and duties and (7) The government must give priority to improving the law, regulations, and policies relating to the promotion of women's roles focusing on policies on participation in women's roles and developing local leadership. There should be a clear law on the

proportion of municipal councilors to reduce inequality and build recognition in the administration of women leaders at the local and national levels.

5. Discussion

The guidelines for building acceptance in the administration of female mayors are: (1) information about women's roles should be promoted to create acceptance and a positive attitude in the administration in various media or channels, and increase campaigns and public relations by communicating and raising awareness of women's potential in politics and leadership roles. This finding is consistent with the study of Wairatpanich (2007) who stated that to build acceptance and awareness of women's roles, more information needs to be promoted, by providing media that contains material about women's roles, in various media such as magazines, journals, websites, etc. as well as providing an academic forum, and presence in local politics will affect women's leadership (Martínez-Córdoba, Benito, & García-Sánchez, 2022); (2) supervisors and subordinates in government agencies, private organizations, individuals, and related stakeholder should equal opportunities for women to participate in activities held on an equal footing with males, which does not discriminate or cater to males. The finding supports the results of Panyokaew (2013) and Schneider and Bos

(2019) who found that the process of building acceptance of women leaders includes

campaigning on the rights and equality of women and men, supporting events from both public and private networks, such as high-ranking politicians, and creating participation in activities and creating a good view for the people; (3) women leaders must be assertive, engaged, and dedicated to community development. This finding is in line with some previous studies (Thipdet, 2009, Boonpiam, 2012; Mettri, Srisorn, & Vuttivoradit, 2021; Saritwanich, 2009) which found that leader must have vision, creativity, self-confidence, and decision-making courage, have a gentle disposition, good interpersonal skills, friendly to everyone, able to liaise with others, able to devote time to local development, can incentivize others to participate in local development, and have knowledge and initiatives about local development work with the community. In addition, be responsible and accept the decisions of others and listen to the opinions of others as well as respect each other's opinions; (4) there should be a knowledge-enhancing training program, such as regulations and laws that should be known as well as personality development. The finding is consistent with Thattaphan (2010) who stated that guidelines for the development of roles and administrations should include a study of regulations, laws, and guidelines related to thorough work, including policies to educate women to have more knowledge and to represent or lead a local (Funk & Philips, 2019); (5) there should be a platform to promote activities and award women leaders who have performed well and are accepted by society as mentioned by Thipmom (2014) that guidelines for promoting women's roles include morale building, creating activities to recognize the work of women's groups in order to build self-confidence and be accepted by society; (6) the government must provide adequate budgetary support for the promotion and development of women's roles, which is in line with Doungkaew (2012) who suggested that there should be an increase in the support budget to be consistent and adequate for the development of women's role; (7) Improvement of laws, regulations, and policies relating to the promotion of women's roles. There is a law that clearly defines the proportion of municipal councilors. To build recognition in the administration of a female mayor. This finding is consistent with the studies of Thattaphan (2010) and Pattarajittrakun (2014) who found that guidelines for the development of roles and administrations of the female leader

should include a study of regulations, laws, and related guidelines to the thorough operation of the work. This includes updating relevant laws and policies, including legislation on quota-based elections determining women's proportions (Araújo, 2003) to enable women to become involved in politics and gain greater acceptance of leadership roles.

6. Conclusions

The guidelines for building acceptance in the administration of female mayors are: (1) information about women's roles should be promoted to create acceptance and a positive attitude in the administration in various media or channels; (2) supervisors and subordinates in government, private, and related stakeholder agencies should give women equal opportunities to participate in activities held on an equal footing with males which does not discriminate or cater to males; (3) women leaders must be assertive, actively participate, and dedicate themselves to community development; (4) there should be a knowledge-enhancing training program, such as regulations and laws that should be known as well as personality development; (5) provide a platform to promote activities and award women leaders who have performed well and are accepted by society; (6) government must provide adequate budgetary support for the promotion and development of women's roles; (7) improvement of laws, regulations, and policies relating to the promotion of women's roles. There is a law that clearly defines the proportion of municipal councilors to further build recognition in the administration of women leaders at the local and national levels.

7. References

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