

Editorial

Don Mankin, Ph.D.

Director, Corporate Programs
Muddy Shoe Adventures, Inc.
Los Angeles and Irvine, CA USA

This issue of the ABAC ODI Journal, *Vision. Action. Outcome* demonstrates how far organization development research and practice in Thailand has come in the last 20 years. When I first visited Thailand in 1995 to recruit students for a new OD doctoral program in the US, most of the people I talked to – prospective students, businessmen and women, government leaders, even many faculty – had never heard of organization development. Many of those who did know about OD had only a passing knowledge of its theory, research and practice.

Since then several universities have implemented OD programs and graduated professionals who are conducting OD research and serving as OD practitioners in Thailand and elsewhere in SE Asia. This issue showcases the work of several of these graduates, including five articles by recent graduates of the pioneering PhD ODI program at ABAC and an MBA graduate from ABAC's Tourism and Management program. These articles appear later in this issue.

Opening up the issue are six articles by OD professionals who have been in practice for some time. The first article, by Sharon Joy Berlin Chao and Lilibeth Taa, describes the development of a competency framework for heads of schools in Southeast Asia.

The second article, on sustainable health practices by Susan Potter-Evangelista, describes a project to train women as Community Health Advocates to help provide care for pregnant women in Palawan Province, Philippines.

The locus for the next article, by Sasithara Sethanandha-Moreno, is also the Philippines. It describes the use of an appreciative inquiry approach in furthering the transition to second generation management in a family business.

Following that, Douglas O'Loughlin examines OD practice in a volatile, uncertain and complex world. In this article he examines how OD professionals can become more agile and help organizations and their leaders do the same.

The last two articles by long term OD professionals are authored by Suzanne M. Zaldivar. In the first she describes a consulting project in Afghanistan; the second explores how cultural context can impact the change consulting process.

In the first article by a recent graduate of the ABAC ODI PhD program, "The Impact of a Strategic Management Planning Process (SMPP) as an Organization Development Intervention (ODI) to Align Values, Goals and Objectives and Improve Employee Teamwork, Engagement and Performance," Jutathip Chienwittayakun describes a strategic planning process, the OD intervention, to align values, goals and objectives throughout a family owned business. The ODI was successful in aligning values and clarifying goals and objectives, as well as in having a positive impact on teamwork, engagement and performance.

The second article by a recent graduate, “Improvement of Leadership Competencies and Organizational Culture through Whole Brain Based-Intervention,” by Panpilai Kokitsawat and Ray Clapp, describes an OD intervention involving leaders and supervisors of a large multi-national corporation. The intervention -- which included Whole Brain Appreciative Coaching, Appreciative Inquiry and Appreciative Leadership – resulted in change in four of the six leadership competencies examined in the study but not in the culture of the study group.

The article, “Using a Social Enterprise Organizational Development Intervention Approach in Developing Organizational Structure and Processes for Start-up Social Enterprise,” by Pichai Pusumpun and Salvacion E. Villavicencio, shows how an OD intervention that focuses on creating partnerships among resource-starved businesses and social organizations can help businesses generate needed resources and positively impact their structure and processes.

Two studies focus on OD interventions in educational institutions. The first, “Teacher Professional Development Program,” by Charnchai Denduangruedee and Salvacion E. Villavicencio, examined an ODI that incorporated Appreciative Inquiry and Whole Brain Literacy into a teacher professional development program at a small private Christian school in Bangkok. The intervention increased awareness of the importance of teacher efficacy, pedagogical content knowledge and student engagement.

In “Strength-Based Operations as Organization Development Intervention (SBO-ODI) on Enhancing Teacher Commitment, Engagement and Performance,” Prawat Sutthinont and Kitikorn Dowpiset examine the impact of a strategic intervention to support the capabilities of the teaching and support staff at Assumption College Ubon Ratchathani. Using Appreciative Inquiry and SOAR (Strengths, Opportunities, Aspirations and Results) approaches, the intervention increased teacher and staff commitment, engagement and performance.

The last article by a recent graduate is “An Examination of Bangladeshi Patients’ Loyalty towards a Private Hospital in Bangkok, Thailand” by Syeda Israt Afroz and Apichart Intravisit. Using a survey 356 Bangladeshi patients, the article examines influences on medical tourism, specifically the relationship of satisfaction, perceived value, trust, and destination image with loyalty toward the hospital. The results indicated that all of the independent variables had a statistically significant influence on the medical tourists’ loyalty toward the hospital.

The issue concludes with a review of Mark C. Crowley’s book, “Lead from the Heart – Transformational Leadership for the 21st Century” by Heinz Landau.

Taken together these articles demonstrate the growing scope and diversity of OD research and practice throughout Southeast Asia, reflecting different kinds of organizations, contexts, issues, variables and methodology. This is a clear sign of just how mature the field has become in the last 20 years. The large number of recent graduates doing quality work should help accelerate that trend. This issue is a strong indication that the future of OD in SE Asia is indeed bright.