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**THE ROLES OF PRIVATE UNIVERSITIES
IN BANGKOK METROPOLITAN AND VICINITIES
IN MANAGING HIGHER EDUCATION**

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This study tries to describe and analyse the management of private universities in Bangkok and the vicinities related to the four university missions which are teaching, research, academic services and preservation of arts and culture. This study relies upon a documentary analysis with investigation of all available sources of data together with interviewing the university executives.

Private higher education institution have existed for thirty years under the Private College Act B.E. 2512. Now, fourteen private higher education institutions, accredited with university status, are in Bangkok and the vicinities. Around 7,922 academic staff and 170,000 students participated in these city institutions in which 107 programs for undergraduate study and 59 programs for graduate study are available. Especially, private universities focus chiefly on undergraduate studies and social science. Commercial and business administration programs are in the top rank of the provided courses. Universities planned to recruit and develop their own staff by offering scholarships to further education. Overall, the number of academic staff classified by degree levels is 8%, 57% and 35% (Ph.D, Master's degree and Bachelor's), respectively.

In the research role, private universities conducted a variety of studies, such as 54% of research focused on academic & experimental topics, 15% in social service, 12% institutional and poll, and 4% concerned with cultural and business research. Most have established a research centre that has capabilities to support conducting research through production and translation of relevant literature, collection of resource materials. Scientific and technological instrumentation, funding and training on research methodology are also in place.

The academic services in private universities are already working at full capacity in both theory and practice. They manage all activities through, namely, clubs, computer centres, career centres, English centres, etc., to provide services such as academic seminars, training, lectures, short courses, exhibitions, donations, etc. to the public.

The preservation of arts and culture activities are arranged to conserve, maintain and distribute the national arts, traditions, rites and culture for the country and the next generations. This mission continues to get less attention and needs more concern from private universities.

With an attempt to improve equity, internationalization, excellence and efficiency, private universities intend to manage properly and efficiently important areas such as teaching, research, academic services and preservation of arts and culture. However, they still work for the most part on teaching, research and academic services followed, and the role that got the least attention was the preservation of arts and culture.