

TITLE	APPLICABILITY OF NEW PUBLIC MANAGEMENT APPROACHES IN SUPPORTING THE ROLES OF PRIVATE SECTOR IN THE FUNERAL CEREMONY
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ABSTRACT

This research has the following objectives, firstly, to analyze the funeral service and funeral ceremony at present; secondly, to analyze the applicability of new public management (NPM) approaches in supporting the private sector to pay parts in serving the funeral ceremony and; thirdly, to study and analyze the factors affecting the application. This research has utilized the questionnaires as the tools to be answered by 74 representatives of Cremation Association of Thailand, 84 high-ranking monks, 84 funeral ceremony hosts, 13 shop owners and / entrepreneurs who provide necessary accessories. The research has adopted mixed methodologies by using both quantitative and qualitative data. Quantitative analysis is shown by statistics, and qualitative information covering recommendations have been shown with analytical explanation.

The research has revealed that (1) 48 factors show the possibility of application of NPM in the funeral ceremony (2) there are 46 factors affecting the success of NPM application, (3) The factors affecting the being studied applicability comprise concerned laws and regulations, the people's demand of goods and services, and certain public policies on these.

The suggestions are that the government introduce and enforce the concerned laws and regulations.