

CHAPTER VII

Annotated Bibliography

Adit Laxiuthai, a., & Connelly, T.J. (1996). Planning and public health. Journal of Demography, 12, 31-43.

The situation is uncertain and it changes over time. Time-tested tools are useful for situation analysis. The time-tested tools are: 1). An internal organization profile identifying the present position, strengths and weaknesses of the organization. 2). An external assessment to explore the influencing factors outside the organization that might affect it which is referred to as PEST Analysis (Political, Economic, Socio-cultural and technological power). This assessment will look outside to identify the factors influencing the environment which affect the organization in the past and consider it to be influencible in the future also. 3). Prediction trend to determine the expectation in the future and. 4). Synthesize the direction of the organization from putting all pieces of factors or affected channels together and creation of the strategies to conduct the organization to obtain the goal.

Butler, R. (1991). Designing Organizations: A decision-making perspective. London and New York : Routledge.

Decision-making is an idea concept of the organizational design's center which is making choices and taking action the activities of all managerial work. Decision-making has analytical, judgmental, political and inspirational aspects within an organizational setting. An important part of the skill of managing is to combine these four process in order to create the organizational setting in such a way as to permit the necessary decision processes to take place effectively. However, the analysis of organizational problems must be interdisciplinary in its origins drawing particularly of these social-science disciplines (economics, psychology and sociology).

Cassels, A. (1996). Aid instruments and health systems development: an analysis of current practice. Health Policy and Planning, 11, 354-368.

There is a shortage of the health sector specialist with skills in political, institutional and budgetary analysis in the developing and developed countries. Schools of public health usually fail to provide relevant training which affects to prioritize and policy decision-making.

Chiyot Suntivong. (1996). Project Feasibility Studies. Bangkok: Thavatanapanit.

This work studied in depth the market's need of the products to support manager in assuring for decisions in production of goods. This is study about investment, the cost of production, the selling price, the quantity of selling, the kind and quality of the goods,

and the existing demand and supply in that situation. This study is pure business, It addresses profit and sustainability.

Pranom Otakanon., Penpun Ruksanon., Pongpen Chunhapran., Pepuk Yotnamkang. and, & Suchada Rutchukul. (1997). A Feasibility Study of Establishing Faculty of Nursing. Dhurakijpundit University.

This study addresses the capability for establishing the Faculty of Nursing in terms of investment and profit or loss, and the process of establishing and sustaining the faculty in initiation. This study is in the business in health care and is interested in profit and sustaining.

The idea acquired from these two studies is that both of them are businesses in private the sector which are interested in the worthiness for investment as well as the quality of the goods. The government sector should be developed to be more business like. The government sector should gain profit from the people who can pay in order to sustain the sector and support the people who cannot pay. The government sectors should have to study the needs and requirements of people. At the same time, the government also has to be the controller for quality and quantity.

Colin Robson. (1993). Real world research: A resource for social scientists and practitioner-researchers. Oxford UK: Blackwell.

The interview is a conversation with the specific purpose of obtaining research relevant information, focused by the interviewer on content specified research objectives

of systematic description, prediction or explanation. This can encompass a wide range and type of interview from totally structured to completely unstructured examples, which we will see various examples.

Dey, Ian. (1993). Qualitative Data Analysis: A User-Friendly Guide for Social Scientists. London and New York: Routledge.

"Qualitative data deals with meaning which act as reporter through language in order to communicate the idea, action and interaction. It describes a unique sequence of events, behavior. Quantitative data deals with number it doesn't tell about the action, interaction and quality of that data. However, both qualitative and quantitative data can be used to support each other".

Dyson, R.G. (1990). Strategic Planning. West Sussex: John Wiley.

The utilization from this book is the conceptual model of the process for strategy formulation and facilitate matching by TOWS Matrix. These are the process of matching the external threats (T) and opportunities (P) with the internal weaknesses (W) and strengths (S) of the organization. The internal factors are controllable factors, which can be assessed and developed by the organization themselves. The external factors are uncontrollable factors of the organization. However, these external factors should be assessed and forecasted in order to identify the strategy to control it.

Goodstein, L., Nolan, T, and Pfeiffer, J.W., (1993). Applied Strategic Planing. New York : McGraw-Hill.

The gap analysis is a reality test for comparison of data from the current performance of the organization and the performance required for success of the organization's strategic plan. Moreover, the gap analysis required the specific strategies to close the gap identified and provide the direction in which the organization should move and the energy to begin that move.

Organization for economic cooperation and development. (1992). Health-policy studies No.1: Health-policy reform. U.S. Health care at the cross-roads. Paris: Organization for Economic Cooperation and Development (OECD).

The complexity of health care and the health-care market have obscured the fundamental sources of the problem, the diffused nature of the increased cost. The people who have no health insurance receive relatively poor health care, and some are crippled financially when they become ill. The current stakeholders-providers, insurers, employees and various group of consumers are diverged considerably on how to provide the best system reform. The best health care reform system should cover in equity to all people.

Sanguan Nitayarumphong. (1997). Office of Health Care Reform Ministry of Public Health (Ed.), Health Care Reform: At the Frontier of Research and Policy Decisions. (pp. 10-14,23). Nontaburi: Office of Health Care Reform Ministry of Public Health.

Management system improvements; Most of the measures to improve the efficiency of publicly-provided health care fall under the general heading of management system improvements. They include improving, planning and budgeting systems at all levels; improving information systems including information of costs; improved financial management and accounting system; improved management of input on staff,.....; controls on the supply of expensive technology including highly trained staff.....; management training for all health professionals involved in management; and quality assurance programs. Hence the discussion confines itself to those measures on which there is at least some evidence on whether they have led, or are likely to lead, to improved efficiency (p.24). Staffing inefficiencies can be approached in three ways: control of the numbers in training; change in the numbers and mix of staff employed; and improved control of staff including providing incentives for improved performance and increasing ability to fire excess or incompetent workers. Although many countries already, or soon will, have an oversupply of physicians(Abel-Smith 1986), there seems to have been little success in controlling numbers trained, at least in Latin America (Marquez 1990). Given the scope in the health sector for supply-induced demand, and the difficulty of changing expectations about public-sector employment, the problem of excess supply may well persist (p.25).