
Important Factors in the Development of Non-Profit Organizations (NPOs) in Thailand

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ABSTRACT

This study examines the challenges and opportunities influencing the development of non-profit organizations (NPOs) in Thailand, aiming to provide insights into the factors affecting their growth and sustainability. A mixed-methods approach, combining quantitative surveys and qualitative interviews, was used to gather comprehensive data. Of the 300 registered NPOs selected, 163 were confirmed as active, with 61 responding to the survey, offering a snapshot of the sector. Data collection focused on organizational challenges such as government regulations, social perceptions, capacity limitations, and human resource issues. Statistical analysis was applied to the survey data, while thematic analysis was used for the qualitative interviews. The results revealed that 77 percent of respondents identified staff shortages and high turnover as major issues, and 80 percent reported heavy reliance on donations as their primary income source. Despite this, the study also identified opportunities for NPOs to improve sustainability by adopting commercial strategies, reducing dependency on donations. The study concludes with recommendations for improving public awareness, reforming legal frameworks, enhancing commercial capabilities, and mobilizing resources to support the sector. These findings offer valuable guidance for policymakers, practitioners, and researchers focused on social entrepreneurship and NPO management in Thailand.

Keywords: non-profit organization, barriers, key opportunities, key constraints