ระดับเห็นด้วยมาก 3) ระดับความคิดเห็นของบรรพชิตและคฤหัสถ์ที่มีต่อการบริหารจัดการเพื่อการเผยแผ่พระพุทธศาสนาของสำนักปฏิบัติธรรมจังหวัดระยองตามหลักอิทธิบาท 4 โดยภาพรวม และรายด้านอยู่ในระดับเห็นด้วยมาก

ABSTRACT

This research has objectives which are 1) to study the Buddhism propagation of the Meditation Practice Center in Rayong Province, 2) to study the concept of Buddha-Dhamma applied in the management towards Buddhism propagation of the Meditation Practice Center in Rayong Province and 3) to present the way of the management towards Buddhism propagation of the Meditation Practice Center in Rayong Province.

The research methodology in this study was the Mixed Methods combining the qualitative research with the quantitative research. The researcher studied by means of documentary research and the In-depth Interview with 17 key informants who were the abbot of the meditation practice center, insight meditation masters, Buddhism propagation experts and practitioners. The tool used in this research was the interview question form and the data was collected by means of note taking and tape recording. After gathering the data from the interview, it had been analyzed by using the descriptive content analysis and verified by the Focus Group Discussion of 11 key informants who were monks and savants in the management towards Buddhism propagation. The research tool was the question form of Focus Group Interview and primary model for verifying the data. The researcher gathered all the data by arranging a small group meeting, voice recording and note taking. Then the researcher analyzed the data from these two steps by using the descriptive analysis method in quantitative research. In terms of the quantitative method, the research tool was questionnaire for the sampling group of 316 people. The researcher analyzed the data by using the instant program of social science. The statistics used were the frequency values, percentage, mean and standard deviation.

The research findings were:

1. The Buddhism propagation of the Meditation Practice Center in Rayong Province consisted of 3 models which were 1) Dhamma Preaching was the dhamma preaching with format which required the preaching plan by considering from