The purpose of the present study was to explore ways and means by which the Rectors might contribute more to the educational decision making. The researcher focussed his attention on the University Rectors' role as perceived, role as expected, role congruency, role ideal and actual role playing in the educational decision making. Some pieces of research and discussions at the workshops have highlighted the opinion of University Rectors, Vice-Rectors, Directors, Deans, Deputy-Deans, Departmental Heads, Senior Staff, Chairmen of the Students Unions, etc. A number of books, journals, index, bibliography and documents have also been brought out to encourage rational decision making. Assistance in the form of unpublished material was received from the Governmental Organizations like the Ministry of Education and the Office of University Affairs, Faculties and Administrative-Academic-Research Section in Thai universities.

In this study, an attempt has been made to examine the role of Educational Administrators, and to suggest as to how they might contribute better, and how other university-level institutes of Thailand could effectively develop decision making for the University Rectors. A decision in this context, was taken in a vast perspective including business, public
and educational administration. In editing the proceedings of the investigation, a sequential order of the discussion has been followed.

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