

Application of Buddhist principles in the working context of the Digital age 4.0

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Abstract

The study of applying Buddhism principles is very important in order to understand the situation, problems, needs and contexts of current lifestyle more clearly. Thus, we seek the Buddhist principles that can be applied to the working context in the digital age 4.0 that is facing to be a part of helping to develop the work to be successful. The objective of this article is to study the application of Buddhism principles in the working context of the digital 4.0 age by applying the Buddhist principles to suit their own needs in work a lot. Because it is important to work or lifestyle in current society, all are related to digital technology which the world today is changing rapidly, not only new technology and innovation, but also the economic, social and political environment. However, the fast society there is a blend of Buddhist principles and applied to the working principle which is important. The analysis results revealed that the Buddhist principles are applied in the working context towards the Digital 4.0 age; the principles of Buddhism contain teachings for way of life, subsistence, and almost every idea there is a practical effect that makes it applicable to various principles in life, especially a work where everyone can manage the real life in the world or today's Thai society is in the digital 4.0 age even though the principle has been for a long time, it still shows the achievement to be used in the present.

Keywords: principles of Buddhism, Working and Digital age 4.0

Introduction

In the current working context there are challenges both external pressures, such as changes in the global economic and social context resulting from the digital revolution, transformation to Industry 4.0 (The Fourth Industrial Revolution) which is very important because there is to run to achieve the Sustainable Development Goals 2573 (Sustainable Development Goals : SDGs) that Thailand has ratified including the impact of being trapped country which there is middle-income, attitudes, beliefs, values, cultures and behaviors of populations who have change along globalization. The economic growth of the country resulting to natural resources is destroyed and rapidly deteriorating (Kirati Yotyngyong, 2009). As a result,

the working environment changes rapidly and continuously. Especially, the economic, social, political and technological environment, including new innovations resulting in the work and which must face uncertainty. In addition, technology and knowledge of work are necessary to rely on convenience, speed, and quickness because work must face higher competition. Thus, the working context is important that has to adapt to the situation to prepare for the current changes when the context of work has changed, a person has to adjust as well. Because people are the key to driving every organization, all ones must turn to adjust the working context again during the transition to this 4.0 age in order to support to the global trend and the direction of the organization's operations to grow stably and maximum efficiently (HR Society Magazine, 2016).

So as to make the organization has cooperation and the unity of the members within the organization that would have to find a way to adhere or build motivation that helps in adhering to people within the organization. At present, the organization has a variety of personnel in each position and competition within the organization when there is a higher competition of personnel causing conflicts within the organization because everyone has to show their potential then interested in the principle of Buddhism there are guidelines that can be applied to current working principles in order to find sustainable management and enhance cooperation within the organization (hrnote.asia, 2019). which the working context of the digital 4.0 age focuses on the organizational adaptation to be a smart organization by applying digital technology to cover work processes to connect with customers and business partners or even using digital technology to create new business models to achieve the goal of strengthening the organization, enhancing competitiveness based on innovation and creativity leading to peace in the work of Buddhism. Therefore, it can be considered a good tool to be applied in the working context of the digital age 4.0 (Likhit Srisaenchai, 2017). Brings the principles of Buddhism to develop a holistic balance in all aspects, it will help to improve the quality of work, the best way to make a person balance in the aspect of economic, social, environmental, and individual health by adhering to religious morality, such as Sangkhahavut IV , Iddhipāda IV, and Brahmavihāra IV etc., no matter what the actual working it will be the conditions, attitude to work is no less important than the condition of actual work to be done. Thus, it corresponds to the Buddhist principle of “ Iddhipāda IV”, the principle that teaches practitioners who can overcome the various obstacles and problems leading to success in the work. Working with love leads to satisfaction at work and happiness in work (Wannasiri Sucharit, 2010). Therefore, if starting from the right attitude towards work there would not think that working causing hardship and help to create satisfaction at work.

This article presents the application of Buddhism principles in the working context towards the Digital age 4.0 by applying Buddhist principles according to their own needs in work to find the adaptation to sustainable work and maintain human beings to coexist by using relevant principles to make understanding to the adaptation of working in the digital age 4.0 that based on Buddhism principles in order to make peace through work to be effective in applying the current context.

Working principles in the digital age 4.0

While all organizations use more digital resources to develop and improve it to be a smart enterprise by using data to right, accurate and fast decision there is ability to adapt quickly according to the changing environment and competitive conditions. The important thing is to taking Digital technology in application appropriately, integration into the work process and then many questions arise in the organization's strategy, for example how to do, what is the sequence of steps? What parts of the organization will be designed and modified? How to create value and increase competitiveness, how to develop the competence and knowledge of employees? And how can the development of an organization to be a smart organization be sustainable, etc. To answer these questions must start with understanding the digital organization that is to understand truly by gap analysis in the work of the organization (Thanusit Saku-nawat, 2017). Many organizations are today in the process of digital transformation and developing digital capabilities to support processes. The structure and operational processes began to change, skill training, opening view and having a digital mindset this will be a guide for successful digital, but that cannot be called a digital organization.

Which Soule (2016) described the character of being a digital organization; it can be clearly seen in two parts as follows. Part 1: the digital Capability is the use of digital channel integration technology to communicate, interactions for meeting customer expectations, to use digital tools to facilitate effective cross-functional collaboration, including skills development and knowledge change together throughout the organization. Part 2: the digital dexterity is the strong point of digital organizations that will enable to adapt their roles, duties and relationships with dynamic capabilities. The digital organizations can quickly take advantage of new digital options, including the changes in business models and internally driven strategies. If organizations have the transforming goal into the digital organization, which will have to include the key elements (Kane, 2015; Deloitte; 2018; Volini & Mazor, 2020) as follows:

The 1st element: Mindsets, that distinguishing quality of digital organizations is Digital-First Mindset which is an attitude that reflects the trend of searching explanations and solving problems by digital before operating with manual. To use the modern technology as a tool for the benefit of systematic access to organization's information, to create a competitive advantage (Kane, 2015; Deloitte; 2018; Volini & Mazor, 2020).

The 2nd element: Practices, the basic behaviors that have in digital organizations are: 1) Digitalized Operations, which rely on digital data to automatic document preparation and more accurate monitoring of organization activities. Organizations can transparently processes and it also helps to support the decision-making of organization leaders, 2) Collaborative Learning, which is readiness for cross border collaboration to innovate, solve problems and find new in-depth information for supporting work as a team. A partnership regardless of location or other boundaries. The designing and developing of technologies that enables collaborative operation by differing from traditional organization charts, and 3) Data-Driven Decisions, the reliance on in-depth digital and systematic analysis to use to decision-making. All of these

three behaviors will enhance the digital capabilities in the short-term organizations. While organization also develops transparency, fluidity, adaptability, and resilience go together in the long term (Kane, 2015; Deloitte; 2018; Volini & Mazor, 2020).

The 3rd element: People, the behaviors that practitioners in digital organizations must have it, namely 1) technology experience which is the technical experience that may be required to perform the job, such as analytical skill, artificial intelligence, machine learning, social and mobile technologies, including internet of things. 2) Digital Skills is to learn about technology. The current digital promotes to operators by having skills in using those tools for their operations. 3) High engagement is successful in the long-term; organizations will have more than just technology experience and digital skills which must have motivated practitioners, the ability and the effort in managing problems automatically and manually (Kane, 2015; Deloitte; 2018; Volini & Mazor, 2020).

The 4th element: Resources, digital tools and data are essential for digital organization's operations, and the resources needed to help streamlined operations, including 4.1) Real-Time Customer Data which is quick and accurate access to customer data, it is the foundation for building a close relationship between the customer and the organization, 4.2) Integrated operations data, and 4.3) Collaborative tools which is to help support collaboration there is to send quickly message to members and making organizations more flexible (Kane, 2015; Deloitte; 2018; Volini & Mazor, 2020).

It can be said that the working context towards the digital age 4.0 is the change of technology which will help to coordinate work; developing skills, sharing knowledge and experience within the workplace, enhancing the efficiency of work, opening automated workflows by using accurate information but increasing competition in the work, because we must use the technology for satisfy to the expectations of customers, connecting customers through communication channels and there is the digital interactions with work at all times. As a result, the work must be aware of the importance of approaches or methods for dealing with such rapidly changing contexts for being propriety and perfect in order not to affect the way of life.

Theory of Work Adjustment: TWA

The Theory of Work Adjustment (TWA) proposed by Dawis & Lofquist (1984, referred to Dawis, 1994), it started with the project study of work adaptation running by University of Minnesota is a research project that aims to study the ways of adaptation works in Minnesota. This research was conducted in the 1960s and 1970s. The findings have been presented in several issues of the studies in vocational journals, including various journals and books. Since the mid-1970s, this study project of work adaptation managed ongoing with psychology research project regarding the Department of Psychology's Work, University of Minnesota. When the project began, it attempted to apply a broad assessment approach to the research problem posed by having extensive collection of information with individual, including various variables

such as job satisfaction, attitude towards performance, work history, experience, education and training, interests, needs as well as personality. Such a large amount of data can lead to endless analysis and make the theory of work adaptation to be greatly developed along with this theory is still useful for presenting guidelines in various sub-research which leads to new ideas and more things to the theory as well (Scott et al, 1960 cited in Dawis, 1994). The focus of functional adaptation theory is on the behavior of individuals who exhibit behavior within environment. This theory begins with an introductory agreement that individuals have needs by responding through environment. People have various abilities that enable them to meet those needs and most behaviors of individuals interacting with environment, making them to meet those needs both physical that responds to survive and psychological that responds to happiness. In the theory of work adaptation and related environment are the environment of working, the fundamental principle of adaptive work theory specifies the idea that people and environments are parallel and complementary each other.

Thus, the work of people and environments are coordinated because each party has needs that the other person can meet. Coordinating needs results in personal satisfaction and dissatisfaction and the environment rises to the degree of possible difference that is person by having satisfaction and the environment satisfaction, the person is satisfied but the environment is unsatisfactory, the person is not satisfied but the environment is satisfied and both the person and the environment are unsatisfied. This theory expects that the first pair of satisfaction is still lead to lead to behaviors that maintain the interaction between the person and the environment; for the other three couples, as a result of behavioral to change in the most severe situations, interpersonal and environmental interactions may be terminated, that is the person may resign or dismiss but as long as the person and the environment are still satisfied, the person is still in the organization and the environment still maintains the person as well.

Persons have certain abilities in order to be used to satisfy the environment needs for getting job done and maintaining organization. The ability of person is important to the environment, namely the skills in performing person (skills). In addition, the environment has various abilities that can lead to the satisfaction of a person's needs as well. One of most important things to a person is the ability of the environment in offering support (reinforces) to cause satisfaction to persons, such as wages, working conditions (Dawis, 1994). This theory of work adaptation has been widely used as a study guide, including conceptual framework development for describing work adaptation and applying to a sample of various occupations, such as the study of Lyons (2003) that study the job satisfaction and intentions model in signing of African American workers by testing the role of intervening variables that is Insertion is racial perception, coherence and climate, using the theory of work adaptation as the basic research. A study of Breiden et al (2004) faced the problem in working abroad by presenting model of work adaptation of migrant workers based on work adaptation theory of Davis and Lofquis as well. As mentioned above, adaptation affects multi-dimensional work in the digital **age** 4.0 that must rely on more skills, resulting novelty of working context.

A person must live on using knowledge, increased adaptive experience. Sometimes there may be a lack of balance in way of life with duties or working roles that are rapidly changed, made trying to maintain a balance in way of life and became significant.

Principles for Working

Performers or workers mean those who are assigned to work from administrators or directors that all performers or workers would like to be successful in working. Thus, the right Dhamma for them in order to find the answers for oneself “how to be happy at work”, adapting to the working context to be happy must rely on making a working atmosphere according to the Buddhist way. The application of “Dhamma” or “the principles of Buddhism” applies to make a desirable working atmosphere in a way that each person knows his or her duties, helping to build a friendly atmosphere in the organization and make peace and happiness (ThaiHealth.,2016). Therefore, the right Dhamma for practitioner is in the parts of Buddhism by having the Dhamma principles that are relevant and suitable for application as follows:

Sangahavatthu IV: The Buddhist Principles for Team Building

All “works” cannot be accomplished by one person, it must rely on cooperation each other and the right Dhamma for team building that is **Sangahavatthu IV** , which refers to the Dhamma principles that adhere to others’ kindness, befriend and generosity, namely **Dāna**, supporting each other by donation means giving, self-sacrificing, or sharing for the others benefit, don’t be stingy, one-sided selfish person and the greatest giving is always “forgiveness”. **Piyavācā** is to use verbal harmony that means speaking with sweet and beautiful words, speaking sincerely, don’t be rude, aggressive, saying something that is useful and propriety. Thus, team building must speak or consult together by holding four kinds, namely 1) abstaining from lying, 2) abstaining from instigating, 3) abstaining from vulgar words, and 4) abstaining from driving and extremely important thing that must speak or converse with amity and goodwill one another. **Atthacariyā**, co-creation of ideology means supporting all kinds or doing things that are benefit to others, therefore, team building must help each other with physical, thinking and mental strength. **Samānattatā** means being consistent person or consistent behavior so, team building must think of the motto that “we share the suffering, happy we joint”, and all collaborators must not be arrogant, equality, be consistent conduct oneself, make oneself to be cute, be respectful, should cooperate and help (Thammasat University Planning Division, 2020).

Iddhipāda IV: The Buddhist Principles for Working to Achieve Success

In working of every aspect can react the needs of a person’s life, but it may focus on responding specific external needs at different levels which success will happen or not, it depends on that person who works diligently with the hope of getting the job done efficiently that is regarded as a motivated person. “Iddhipāda IV” is the tools or principles that inspire according to the success goal of the work. Success in appropriate (ThaiHealth., 2016) which can be applied to work as follows:

1. Chanda means satisfaction in works or activities which are the task or duty if it is job that like, it will promote their motivation to work there is importance and the first step in working effectively, which

is, the person must have a love in their work or the work that must be done first who have worked with favorite job and in line with the goals of life, rather end to succeed in high-level work but not everyone is successful.

2. Viriya means the diligence to work how much Viriya depend on Chanda, if there is less Chanda, there will have less Viriya. If there is a lot of Chanda, there will have a lot of Viriya. Therefore, The diligent work for success that must make Chanda first because it is the heart of all success. Successful people in their work life have to fight through many obstacles. A person's attempt likes the chariot that will lead to the desired achievement. In the teachings of many religions, all gods or holy things will help people who know self-help first.

3. Citta means the attention to work, diligently check to see how much work has been done and how much is left. So it will be successful that a person will have more or less attention to work which depend on Chanda and Citta as well. If there is a lot of satisfaction in that job, there will have a lot of diligence and attention to the work as well. The carefulness is not neglecting business that related to concentration, mental state which is calm and stable in what is being done without being distracted to think of things at the same time. Attention to the work that is performed consistently and continuously, thereby continuing the effort that has been started well to the work is being done until accomplished well.

4. Vimamsā means to use the wisdom to consider both reason and follow up on the work process. Vimamsā as a result of Citta, that is, the need and purpose of the work is doing which is able to respond to own life goals and working like an enlightened person. A person who is able to understand their work that is not aimed at responding only his or her needs, but also enable to understand the work can affect society as a whole.

Brahmavihāra IV: Principles for Making Friendships

Brahmavihāra IV means the Dhamma of Brahma or the Dhamma of the Great One which is a principle for making happiness and morale to work as efficiently as possible. Brahmavihāra is the principle for everyone which is a moral principle to help us to be noble and pure by applying Brahmavihāra IV consist of (Phra Adisak Saratho (Tea Santhea), 2014), namely 1. Mettā means love that aims to good wishes and wishing others to be happy. 2. Karuṇā means pity, kindness, which wishes others to be free from suffering, to provide help, to share kindness or support the material, physical and encouragement. 3. Muditā means the joy when others are successful, wishing for others to be happy and further prosperity without jealous, being happy or having progress. 4. Upekkhā means indifference, neutrality because considering that whoever does well gets good, whoever does evil gets evil according to the law of karma regarding whoever does anything that will repay the doer. When we see someone who has received Kamma, we should not be happy or aggravate them. We should have good wishes that are to try to help others to be from suffering in correct appearance along with ethics.

Conclusion, the application of Dharma principles in work is to make a motivation for pushing on personnel to show behavior in a direction, to achieve the goals or desired conditions to persuade, motivate, support, and build morale into personnel “how to make them happy at work”, which must help

making the working atmosphere for workers to be happy and more efficient work. From the principles of Buddhism to apply in working environment to be desirable performance along with duties of each person according to their role correctly.

Applying Buddhist Principles in the Working Context of the Digital age 4.0

Buddhism has many doctrines that can be studied, if these doctrines can be studied, analyzed and integrated together by finding a way that is consistent with self-development according to Buddhism which focuses on mental development, calm and purify the mind by concentration or insight meditation (Phra Thep Vedit (P.A. Payutto, 1989). Buddhism began to lose the development role of country because Thai society has begun to develop the country under the “the system of digital 4.0” this is another policy that lays the foundation for long-term development of the country which is the starting point for driving towards pushing reforms to economic structure, research and development, including the current working context that has to change by understanding a person’s life goals, it may study from the question that, “What does each person want in life?”. Because human needs differ in detail, if we analyze it far and wide, we will know the current human needs they focus mainly on external needs. (Thammasat University Planning Division, 2020), which the working context of the digital age 4.0 focuses on the organization’s adaptation to be a smart organization with trying to use digital technology to create new work patterns in order to enhance competitiveness based on innovation and creativity when we want peace in the work according to Buddhism.

In the context of working in the digital age 4.0 that focuses on the organization’s adaptation to the smart organization, it can be begun applying Buddhism principles to work for being happy at work. In other words, it is to create a working atmosphere for people who work to be happy and effective work “achieve work, happy life”. This applied “Dhamma” or the principles of Buddhism to create a desirable working atmosphere according to roles each person role in the organization because persons are involved in important driving that makes the organization successful towards the desired goals. Thus, it can be considered that people within the organization are the key variables resulting in success under the current situation; the people must face with stress in various forms, including way of life, work as well as the rapid changes of economic problems both at the micro and macro level along with the politics must be faced diversity and disorder. The variables mentioned above all result in stress or pressure in all aspects. Such problems have led many organizations to turn their attention to creating happiness for more people in the organization. Because it was found that most people spend their time at work. Work can therefore be regarded as a part of life (Thatcharin Wutthichat, 2018), which corresponds with Brahmavihāra IV is the principle to promote happiness and morale to work as efficiently as possible. Brahmavihāra is a principle for everyone, the motto for helping working people to live a noble and pure life although facing management with uncertainty from technology. Owing to work happily it must be conformed with Sangahavatthu IV that teach working together that cannot be accomplished by oneself, which must rely on mutual cooperation for being tool to hold on kindness, making friend, and giving support because the body of knowledge is

increasing nowadays. Work independence is important of work is essential, lacking any elements in working that likes a lack of vital organs with the context of the digital age 4.0. Working with digital is prominent point of work; everyone must seek to take advantage from new digital options, as a result, the work must be faced with instability both physical and mental aspects. The fear of not being successful, the application of Iddhipāda is to help the work to be successful, to make an understanding to each kind of external needs. How much is your dedication of working towards your goals in life? A person who works diligently with the expectation of getting the job done efficiently, leading to the success of the job as appropriate.

Therefore, to apply Buddhism principles in working context of the Digital age 4.0 must rely on adjustment both the knowledge, skills and functional change. And if any organization could apply the Buddhist principles in performance, a person may have physical and mental strength and make operational stability.

Conclusion

From the working context of in the digital age 4.0 that focuses on the adaptation of organization to be a smart organization by applying digital technology to create new business models in order to enhance competitiveness based on innovation and creativity. If we need peace in the work along with Buddhism which is considered a good tool for applying the working context of digital age 4.0, the Dhamma principles of working mentioned, including Sangahavattthu IV, Iddhipāda IV and Brahmavihāra 4 etc. It is a simple approach that practiced as an individual, but it may still lack understanding before applying the principles of Buddhism that is to make understanding in the theory of work adaptation (TWA) which helps to create connection in applying the Buddhist principles to job satisfaction, attitude towards work, performance, work history, educational and training experiences, interests and needs as well as personality, regardless of the actual working that there will be any condition, attitude towards work that would have a positive effect. If the organization starts from the right attitude towards work, it will not think that working causes weariness which can make satisfaction to work. Despite there is to change of technology and do not feel very competition because everyone has a good friendliness to each other in working according to Sangahavattthu IV, causing coordination and collaboration. Including the efforts to develop skills and share knowledge and experience within the work according to Iddhipāda IV and Brahmavihāra IV. Which can be used as a tool for working achievement to working context of this digital age 4.0 by helping to self - develop effectively and work happily

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