

An Integration of Wining People's Heart Based on Buddhism

Mr. Chinchai Kaeo Ruan¹
Mahachulalongkornrajavidyalaya University,
Chiang Mai Campus, Thailand

Abstract

Human are social animals, they are members of a group for the reasons of security. In this respect, it seems to be living in a human society result the positive way, but the fact that there are many details of living in the society. All human have the driving force in their mind that represent as greed, hatred and ignorance. These driving forces are causing the harmful action and result the social problem and weak society. For this reason, the laws (moralities) are needed to control the human behavior in society to the extent appropriate, not to make trouble for others.

On the other hand, only performing of nonviolence is not enough for complex society, because of the encroachment is only a problem that needs to be solved. The aim of surviving for oneself only by ignoring the suffering of others, a member of society, it is the same problem.

Keywords: Integration, Wining People's Heart

Introduction

At present, the globalized society is changing rapidly, which include people's role and their way of life. The psychological impotence often causes susceptible to the temptation of the six sense-impressions, due to lack of the righteousness of living skill. Therefore, they cling to the temptations which produce the violent idea viz., Fury, irritability, anger, boredom, depression, frustrated, confused, rambling and annoying distraction.

However, the development the social life skills such as the cognitive ability, the social interaction and environmental. This will be the best solution for the society if the core life skill is taught to in society.

¹ chinlanna@gmail.com

Objective

1. To study the theory of winning people's heart based on the modern science
2. To investigate the idea of winning people's heart based on Buddhism
3. To integrate and apply the principle of winning people's heart based on Buddhism and modern science

Methodology of research

This research was conducted by two research methods viz., the qualitative and documentary. The documents were classified into 2 sources as: the primary and secondary. The primary sources were the Tipitaka and Commentaries and the secondary sources were the Buddhist texts, the modern science texts etc.

When the details of wins people's heart based on the modern science are completely gained. The data are analyzed in order to determine the principles of winning people's heart based on Buddhist doctrines that appropriate for the lifestyle of modern times.

Result of research

The results were found that the Kalyāṇa or the five ennobling virtues. It refers to a cognizable object that was developed with the Five Precepts. The five ennobling virtues can develop human behavior and avoid to perform the unwholesomeness. In addition, if a person observes only the Five Precepts; he or she would abstain from the sin, but the good deed is not yet done. Therefore, one should observe the Five Precepts and the Five Ennobling Virtues and this is considered as the cause of wholesomeness – i.e. in case of not taking living beings, if we meet a man sleep in the railroad and the train is coming from a far. We did not wake him up as it should, until he was crushed to death by the train. We are not committed of bad conduct, but lack of loving kindness in this situation. However, the Five Ennobling Virtues are no need to undertake as the Five Precepts. The Five Ennobling Virtues are needed to cultivate to the human mind as the special codes of training.

According to the Buddhist doctrines, it focused on the intellectual

values and live and learn closely to the law of nature in order to achieve a balance between man and society. Therefore, the Buddhist doctrines are serving the intellectual needs with the right way of practice – physical and mental, living with happiness, both present and future, for themselves and for others. This is the right way of living for lay people. Therefore, they should develop the Five Ennobling Virtues for the sake of themselves and others.

Conclusion

Buddhism and Thai society have long been established and its philosophical idea has appeared in the way of living. Buddhism is like water or blood vessels that nourish the heart and soul of the Thai people for a long period of time which cannot be separated from each other.

As Venerable Phrabramgunabhorn (P.A. Payutto) mentioned that our country needs the good leader, Because society has provoked a stimulating environment in a ruin states. The good leader will lead the community out of danger. There were examples of good leaders such as Mr. Prasong Ronnarong, the rubber farmer in Nakorn Srithammarat, he has good friends and good reflection and lives with the right way. He has become the leader of the community and lead people to live their lives by the Buddhist doctrines.

Mr. Kobkul Kanchanalai, an advisor to the Royal Palace has developed and lived with the doctrine called the virtues leading to temporal welfare. Mr. Preedee Panomyong has developed the Buddhist doctrines called loving kindness and always forgive to individuals. The above mention shows that the quality of good leader must have the good virtues and able lead the community to the prosperity and advancement. Therefore, people should live with the goals of life and develop oneself with virtues in order to understand others. Regarding to the works, ones should work and fix the problems with unity in the organization. The doctrine of winning people's heart in line with Buddhism can be applied to the modern science for the better of lifestyle.

References

Phradhammapidok (P.A. Payutto). *Buddhadhamma*. Bangkok:MCU Press, 2546.

Phradhammagosajarn (PrayoonDhammacitto). *Buddhist Approach to*

Management. Bangkok: MCU Press, 2549.

Campbell j.David.Organizations and the business environment.
Oxford: butterworth Heinemann,1997.

Bodyj.Raymond.Fundamental of leadership readings.
Massachusetts: Wesley publishing co.,1972.

Franklin Covey.The four roles, leadership. USA:flanklin covy
co.,ltd.,1999.