



THE APPLICATION OF THE FOUR PRINCIPLES OF IDDHIPADA IN THE SCHOLARLY COMMUNICATION OF SCOPUS-INDEXED AUTHORS: A CASE STUDY OF SRINAKHARINWIROT UNIVERSITY, THAILAND

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Abstract

Background and Objective: Scholarly communication is the creation, peer review, sharing and preservation of a wide variety of academic outputs. It functions as a recognized metric of academic performance, which includes emerging formats such as preprints and online scholarly exchanges. Bibliometrics is used to evaluate scholarly communication, with publication and citation counts as the primary metrics. However, quantitative metrics ignore internal and cultural factors that drive academic success. To address this gap and extend existing scholarly communication research, this study explores how Buddhist principles contextualize the research practices of Thai scholars. The findings indicate that the four principles of Iddhipada are essential teachings in Buddhism that address internal qualities. They are: 1) Chanda (Aspiration), representing satisfaction and passion in work; 2) Viriya (Effort), supporting perseverance when facing obstacles; 3) Citta (Focus), involving concentration and mindfulness, and 4) Vimamsa (Investigation), using wisdom for reflection and improvement. The four principles of Iddhipada are crucial internal drivers for scholars to produce high-quality academic work in order to promote their success in academia. Therefore, this study aimed to explore how the four principles of Iddhipada (Four Paths to Success) Buddhist principles are applied within the scholarly communication process of authors affiliated with Srinakharinwirot University, whose works are indexed in the Scopus database.

Methodology: This qualitative study employed purposive sampling to include 18 key informants, namely, authors at Srinakharinwirot University with high citation rates indexed in Scopus. The data were collected from semi-structured in-depth interviews from October 2024 to August 2025, with a valid instrument designed to explore the application of the four principles of Iddhipada while they work. Furthermore, expert validation was undertaken for the interviews, and a pilot phase was implemented to establish reliability. The data analysis adopted content analysis, triangulation, and inductive analysis. This integrated approach ensured the reliability of the results and facilitated the synthesis of various information sources into a unified framework.

Main Results: The initial bibliometric analysis revealed that 5,504 Scopus-indexed publications were produced across 26 academic units from 1981 to 2025. Building on this context, the qualitative findings demonstrated that international publication success is not merely a result of academic skills



but is systematically driven by integrating the four principles of Iddhipada. The informants utilized Chanda to transform personal intent into public-oriented research commitments. Furthermore, Viriya and Citta functioned synergistically to overcome unwholesome states (Akusala-dhamma), such as mental stagnation, fostering grit and a growth mindset amidst complex academic duties. Lastly, Vimamsa was applied as a strategic and analytical tool for critical decision-making throughout the publication cycle.

Involvement to Buddhadhamma: In accordance with the scope of Applied Buddhism, this study conceptualizes the four principles of Iddhipada as a practical framework for scholarly communication. Integrating these traditional teachings with contemporary research practices provides a philosophical foundation for knowledge creation. Specifically, internal cultivation through mindfulness and wise reflection enhances the academic management process. Ultimately, this applied approach strengthens researchers' ethical commitments and sustains their engagement with international publication standards.

Conclusions: Based on these findings, the four principles of Iddhipada could be framed for academic excellence. Academic institutions should focus on context-specific support that models these enablers. In this way, universities would implement policies that help researchers apply Vimamsa (Investigation) to address peer-review feedback and cultivate Viriya (Effort) to build emotional resilience, thereby enhancing research productivity and scholarly quality.

Keywords: Scholarly Communication, Srinakharinwirot University, Iddhipada, Internal Drivers

Introduction

Scholarly communication involves creating, peer reviewing, sharing, and preserving various academic outputs such as research articles, books, and conference proceedings. It also includes emerging formats such as preprints and online scholarly exchanges (Association of College & Research Libraries, 2013); (Das, 2015); (Wolfram, 2019) and functions as a recognized metric of academic performance (Patel et al., 2013). Scholarly communication is often evaluated using bibliometrics, primarily considering publication and citation counts (Pritchard, 1969). However, quantitative metrics tend to overlook internal and cultural factors that drive academic success, especially in Thai academia where Buddhist principles influence research practices (Ignat et al., 2021); (Phra Thiti Kittipanyo (Jamnong Suk), 2019); (Pöder, 2022).

The four principles of Iddhipada (Four Paths to Success) are essential Buddhist teachings focused on strengthening internal qualities. These include: 1) Chanda (Aspiration), or satisfaction and passion for one's work; 2) Viriya (Effort), meaning perseverance and effort; 3) Citta (Focus), which involves mindfulness and concentration; and 4) Vimamsa (Investigation), using wisdom for reflection and discernment (Phra Brahmaganabhorn (P.A. Payutto), 2002). The four principles of Iddhipada serves as a crucial internal motivator for scholars to produce high-quality academic work. These principles enhance motivation, improve well-being, and foster the perseverance, sustained attention, and reflection necessary for academic success (Hanjai et al., 2024); (Phabua et al., 2024); (Somkhane, 2023).



Most scholarly communication research relies on quantitative methods that use metrics such as the h-index, Impact Factor, and citation counts, qualitative research has not fully explored the deeper parts of the communication process (Chuang & Chen, 2003). There is limited interpretation of socio-cultural contexts and local philosophies, especially Buddhist principles, which influence how Thai researchers communicate and succeed internationally.

Most research on the four principles of Iddhipada concentrates on education, local government, and community-based studies (Phra Teerawat Jaranathammo (Khanungsub), 2017); (Tantalanukul et al., 2025); (Yulek et al., 2022). Very little work links these Buddhist principles to scholarly communication, such as creating research, responding to peer review, or overcoming publication obstacles (Wang et al., 2023). These aspects are crucial for understanding the role of the four principles of Iddhipada in Thai higher education. Investigating high-impact Scopus outputs through the lens of the four principles of Iddhipada provides a crucial psychological and motivational alternative to standard bibliometrics, explaining the internal stamina required to navigate rigorous international peer-review processes.

A bibliometric analysis at Srinakharinwirot University shows that from 1981 to 2025, a total of 5,504 academic works were published and indexed in Scopus. These works originated from 26 academic units. However, this bibliometric analysis does not offer a qualitative view of what supports authors within Thailand's unique socio-cultural context. Therefore, this research explores the perspectives of key informants, authors affiliated with Srinakharinwirot University, whose academic works are published and indexed in the Scopus database. Using a qualitative approach, the study aims to explain how the four Buddhist Iddhipada principles are enacted in scholars' lived experiences of international scholarly communication, particularly across stages of research production, peer review, and publication. By foregrounding these internal and culturally grounded enablers, the study provides a contextualized explanation of academic success that extends beyond bibliometric indicators. Furthermore, it offers a conceptual framework for researcher development, mentoring, and sustainable research productivity within Buddhist-influenced higher education contexts.

Objective

This study aimed to explore how the four principles of Iddhipada (Four Paths to Success) Buddhist principles are applied within the scholarly communication process of authors affiliated with Srinakharinwirot University, whose works are indexed in the Scopus database.

Methodology

This study employed a qualitative case study design to interpret the internal motivational factors of the researchers.

Selection of Key Informants

Key informants were identified through a systematic analysis of the Scopus database. Authors affiliated with Srinakharinwirot University were ranked according to their citation counts, a proxy for scholarly impact and international visibility. Based on this analysis, the top 30



authors were initially selected to represent researchers who had demonstrated sustained success in international scholarly communication. The final selection of key informants was guided by three criteria: 1) Current affiliation with Srinakharinwirot University; 2) Having academic publications indexed in the Scopus database; and 3) Willingness to participate in in-depth interviews conducted either face-to-face or via online platforms.

Development of Research Instruments

The research instruments for data collection were developed through a multi-stage process. First, a comprehensive review of relevant literature on the four principles of Iddhipada and scholarly communication was conducted to ensure adequate theoretical and conceptual coverage. Based on this review, a semi-structured interview guide was created, consisting of four key areas: 1) Informants' general background and academic achievements; 2) Sources of inspiration for engaging in scholarly communication; 3) Factors contributing to academic success; and 4) The application of Buddhist principles in overcoming challenges encountered in the international publication process, particularly in Scopus-indexed journals. To enhance content validity, thematic adequacy, and linguistic clarity, the interview guide was reviewed by three subject-matter experts, and revisions were made in accordance with their recommendations. Finally, the refined instrument was piloted with five Scopus-indexed researchers affiliated with Srinakharinwirot University who were not part of the target group of 30 key informants. The try-out confirmed the instrument's clarity, relevance, and practical suitability for the main study.

Data Collection

Data collection was conducted in accordance with established ethical and qualitative research standards. Ethical approval was obtained from the Human Research Ethics Committee of Srinakharinwirot University (Project Code: SWUEC-672534) prior to data collection. Following approval, formal invitations to participate in the study were sent to the target informants via official university email. In-depth interviews were conducted between October 2024 and August 2025, lasting approximately 30-60 minutes each. All interviews were audio-recorded with informants' consent, and supplementary field notes were taken to capture contextual and observational details. Data collection concluded after 18 interviews when data saturation was reached, as no new themes or substantive insights emerged from subsequent interviews. The final sample consisted of 18 participants from the initial pool of 30, selected based on their fulfillment of inclusion criteria and their continued availability. Data collection concluded after 18 interviews when data saturation was operationalized and reached; Specifically, when no new themes, conceptual codes, or substantive insights emerged from the final interviews.

Data Processing and Analysis

Data analysis used a structured qualitative process based on established content and thematic analysis. All audio-recorded interviews were transcribed verbatim into text files for systematic organization. The analysis integrated a deductive framework guided by the four principles of Iddhipada with an inductive approach. This combination allowed specific practices and lived experiences to emerge, thereby minimizing interpretive bias. Specifically, the data



were then examined through content analysis, guided by the Buddhist principles framework to inform categorization and interpretation of relevant information. To increase credibility, triangulation was used to verify findings and confirm data saturation, as evidenced by the absence of new perspectives or themes in the dataset. Subsequently, the data were coded and organized through thematic content analysis, followed by an inductive analytical approach to synthesize patterns and meanings across cases. The findings were finally interpreted and presented in a descriptive-analytical narrative to explain the phenomenon under investigation. The overall qualitative research process and the application of Buddhist Principles are summarized, as shown in Figure 1.

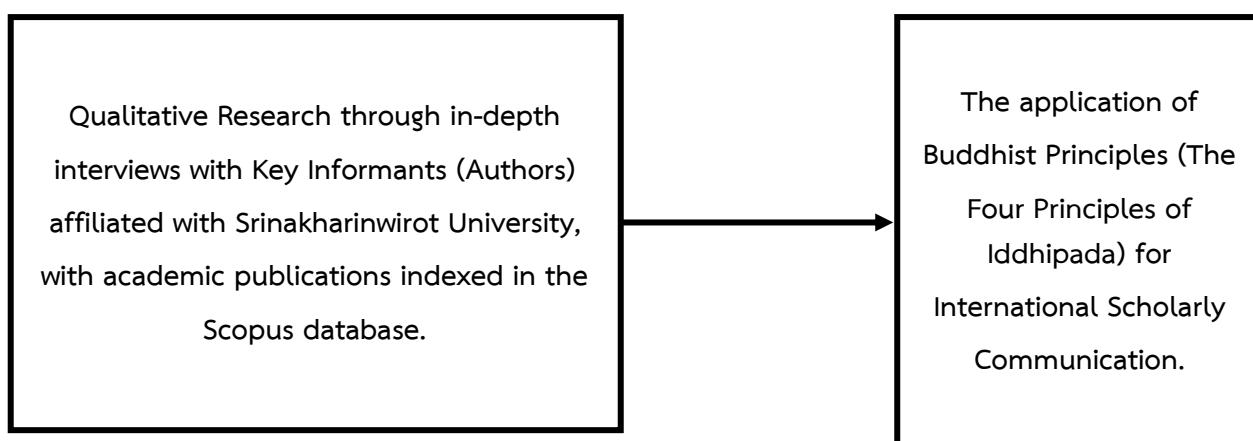


Figure 1 Conceptual Framework

Results and Discussion

Research Results

As the context of the case study, the initial bibliometric analysis indicated that from 1981 to 2025, a total of 5,504 Scopus-indexed works originated from 26 academic units across the university, as shown in Table 1.

Table 1 Distribution of Scopus-Indexed Publications for the Top Academic Units

Rank	Academic Unit	Publications
1	Faculty of Science	1,321
2	Faculty of Medicine	1,282
3	Faculty of Engineering	946
4	Faculty of Pharmacy	367
5	Faculty of Dentistry	215
6	Faculty of Agricultural Product Innovation and Technology	162
7	Behavioral Science Research Institute	140
8	Faculty of Physical Therapy	110
9	Faculty of Environmental Culture and Ecotourism	99
10	Faculty of Physical Education	99



Table 1 Distribution of Scopus-Indexed Publications for the Top Academic Units (Continued)

Rank	Academic Unit	Publications
11	Innovative Learning Center	94
12	Faculty of Economics	81
13	Faculty of Humanities	77
14	Faculty of Business Administration for Society	75
15	Faculty of Social Sciences	69
16	Faculty of Nursing	66
17	Faculty of Education	61
18	Graduate School	43
19	Faculty of Fine Arts	42
20	Bodhivijjalaya College	41
21	International College for Sustainability Studies	39
22	College of Creative Industry	31
23	College of Social Communication Innovation	12
24	Prasarnmit Demonstration School	12
25	Patumwan Demonstration School	11
26	Educational Research Development and Demonstration Institute	9

Source: Secondary data processed on September 1, 2025, as a source

From this diverse institutional landscape, the findings from interviews with 18 key informants showed that they applied the four principles of Iddhipada to succeed in scholarly communication within international databases. The details were as follows:

1. Chanda (Aspiration): Satisfaction in wholesome qualities for the creation of wisdom.

The key informants focused on conducting research to solve problems for organizations, communities, and society, motivated by internal goodwill. This was illustrated by the following testimonies.

"I Constantly Reflect on How to Ensure that My Engineering Students at SWU Find Employment with Top International Organizations. Therefore, I Began Encouraging Fourth-Year Students to Participate in Research and Publish in the Scopus Database. I have Committed Myself to this Goal for 15 Years. It is this Power of Aspiration (Chanda) that has Helped My Students Secure Jobs with Multinational Companies and Earn Scholarships for Further Study Abroad. By Maintaining this Annual Practice, our Scopus-indexed Articles have Steadily Increased, Along with Citations and Academic Promotions." (Key Informant 1, 2025)

"I Started My Research Career with a Sincere Desire to Address Specific Problems. My Research Interests Developed During My Master's and Doctoral Studies. When I Returned to Serve as a Faculty Member at SWU, I Maintained that Same Passion. I Began Building My Own Research Niche Because I Believe that if We have Love (Chanda) for the Research We Pursue, the Answers We Discover will be More Meaningful. The Quality of My Work will be High Enough for Publication in Scopus." (Key Informant 5, 2025)



"My Research is Driven by a Strong Determination (Chanda). This Goal Came from my Interactions with Colleagues in Professional Associations, Which Provided Insights into Complex Industrial Problems. I Worked on Research Projects to Develop Solutions for Industrial Entrepreneurs. SWU's Research Output has Helped Reduce the Import of Technology and Innovation by Hundreds of Millions of Baht. Additionally, the Research Funding from the Industrial Sector has Offered Ongoing Scholarships for Master's and Doctoral Students. This Results in More than 10 Generations of Success Graduates." (Key Informant 17, 2025)

In synthesis, Chanda transcended mere personal ambition; It functioned as a prosocial catalyst for research aimed at public benefit.

2. Viriya (Effort): Perseverance and Persistence in International Publishing

The key informants emphasized the need for continuous effort to maintain a presence in international databases. This was reflected in their experiences:

"During My Early Years as a Faculty Member, My First Scopus-indexed Article was Difficult to Publish. I had to Exert Immense Effort (Viriya) because the Manuscript was Rejected 11 Times. Naturally, I Felt Disappointed, but I Made Sure to take the Reviewers' Suggestions Seriously and Improve the Draft. Success Finally Came on the 12th Submission. Being Rejected 11 Times and then Accepted on the Next Attempt Serves as Powerful Proof of Perseverance." (Key Informant 2, 2025)

"During My Doctoral Studies Abroad, I was Trained to Critique Theories and Challenge Traditional Concepts with New Perspectives to Foster Academic Innovation. Initially, I had to Dedicate a Lot of Effort (Viriya) to Rigorous Reading and Writing. It Took Significant Time to Gain the Experience Needed to Achieve a Q1 Ranking. In My Specific Discipline, I was the First Person in Thailand to Accomplish This." (Key Informant 9, 2025)

"In Terms of Publishing, I Specifically Aim for Q1 and Q2 Journals in the Scopus Database. Although this requires extraordinary Effort (Viriya) to Meet the Strictest Screening Standards, my Doctoral Students and I Work to Our Fullest Potential. We Recognize that Producing High-impact Work is a Vital Mission that Enhances the Prestige of My Students as They Return to Develop their Home Institutions. I Believe that Perseverance is the Key that Allows Me to Continually Develop My Work Until It Gains Acceptance." (Key Informant 14, 2025)

Analytically, Viriya provided the psychological resilience necessary to navigate the iterative and often discouraging peer-review process.

3. Citta (Focused Attention): Mindfulness and Intentionality Amidst Competing Responsibilities.

This principle involved maintaining focus on research despite the burdens of teaching and administration. The key informants shared their strategies for time and resource management:



"Despite Teaching Loads, Academic Services, and Administrative Duties, Research must Remain Ongoing. I Allocate One to Two Hours Each Day Solely for Research, Refusing All Other Tasks During This Time. This Ensures My Mind Stays Fully Focused (Citta) On the Work, Preventing Any Stagnation." (Key Informant 8, 2025)

"I See Research Writing as a Form of Mental Training. It Demands Sustained Focus to Produce Meaningful Work. Even When Faced with Urgent Interruptions, Keeping A Steady and Focused Mind (Citta) Is Crucial. It Helps Me Maintain Mental Sharpness and Enables Me to Communicate My Findings with Maximum Impact." (Key Informant 15, 2025)

Thus, Citta acted as a cognitive anchor, empowering researchers to compartmentalize demanding duties and maintain deep concentration.

4. Vimamsa (Investigation): Critical Reflection and Analytical Discernment

The key informants applied Yoniso Manasikara (Wise Reflection) to critically analyze their data and respond to peer review feedback:

"Lessons Learned from Publishing in Scopus Q1 Journals have Made Me Meticulous, Starting with the Research Title. I Must Think Deeply (Vimamsa) to Ensure the Title Reflects a Compelling Issue and Contains Keywords That Align Perfectly with The Journal's Scope. This Serves as a Signal to The Editor that The Work Is a Suitable Fit." (Key Informant 3, 2025)

"After Receiving Feedback from The Peer Review Process, I Check the Comments Carefully and With Investigation (Vimamsa). I Do Not See Them as Fault-Finding, But Rather as An Opportunity for Academic Validation. This Reflection Helps Improve the Article's Quality, Increasing Its Chances of Being Published in Q1 Or Q2 Journals." (Key Informant 9, 2025)

Ultimately, Vimamsa represented the epistemological dimension of publishing, where authors applied critical reflection to effectively integrate peer-review feedback.

Discussion

The findings demonstrate that the four principles of Iddhipada serve as a key factor in academic success. They illustrate their practical application in enhancing researchers' potential through spiritual integration based on Buddhist principles. In the modern academic landscape, scholarly communication facilitates the ongoing production of academic outputs. It also includes emerging formats such as preprints and informal scholarly exchanges through online social media (Association of College & Research Libraries, 2013); (Das, 2015); (Wolfram, 2019). Consequently, scholarly communication is a comprehensive process covering the entire knowledge cycle, from creation and peer review to dissemination and digital preservation (Wolfram, 2019). This process serves as an internationally recognized indicator of academic performance (Patel et al., 2013).



The research findings thus indicate that success in scholarly communication is not merely a result of academic skills or external resources. Instead, it results from a systematic integration of the four principles of Iddhipada into professional practice. This study effectively addresses the gap left by quantitative bibliometric indicators, which often fail to explain the true internal motivations behind scholarly output (Ignat et al., 2021); (Pretolesi et al., 2025). The findings suggest that Chanda (Aspiration) acts as a strong internal motivation, turning personal intent into a commitment to public good. This has led to high-quality research and ongoing international recognition.

Regarding the publication process, the achievement of 5,504 Scopus-indexed publications across 26 academic units could be explained by the strong presence of Viriya (Effort) and Citta (Focus). These principles help researchers in overcoming "Akusala-dhamma" (Unwholesome States), such as laziness or mental stagnation, and help them endure the emotional challenges of manuscript rejections. This reflects the traits of Grit and a Growth Mindset. The ability of researchers to maintain Deep Focus (Citta) amid complex administrative and teaching loads provides evidence that the four principles of Iddhipada supports Academic Performance. This aligns with the findings of Phra Teerawat Jaranathammo (Khanungsub) (2017) & Tantalakul et al. (2025). These studies confirmed that applying the four principles of Iddhipada within organizations or communities' helps individuals stay committed despite various obstacles.

Furthermore, the authors applied Vimamsa (Investigation) to analyze peer-review feedback and strategically choose titles and keywords. This practice aligns with the interpretations of Phra Brahmaganabhorn (P.A. Payutto) (2002), who emphasizes achieving success through wisdom and vigilance. These findings support the views of Somkhane (2023) and Pöder (2022), who highlighted that internal cultural factors and spiritual principles foster the perseverance, sustained attention, and critical reflection necessary for academic success. Consequently, this reveals that Thai society has long used Buddhist principles as a core professional philosophy. This research broadens that scope by establishing the four principles of Iddhipada as a practical scholarly communication strategy. This framework helps researchers go beyond limitations, publish in international journals, and contribute to sustained international visibility.

Originality and Body of Knowledge

In terms of originality and body of knowledge, success in international scholarly communication is fundamentally linked to the internal enablers of authors. These authors incorporate the four principles of Iddhipada to drive the publication process through all stages, as shown in Figure 2. Furthermore, while derived from a specific institutional context, this study advances the theoretical landscape. It conceptualizes these Buddhist principles as transferable internal enablers for global academic success. This process starts with Chanda (Aspiration), which functions as the main internal motivation for conducting research aimed at the public interest. It is supported by Viriya (Effort), which demonstrates perseverance and a growth mindset. These qualities are essential for overcoming challenges and maintaining mental strength during the evaluation stage, especially when dealing with manuscript rejections. Furthermore, Citta (Focus) plays a crucial



role in maintaining deep focus and consistency amidst complex professional duties to ensure high-quality performance. Finally, Vimamsa (Investigation) involves strategic thinking and analytical wisdom, which are essential for creating academic impact and building a unique academic identity. Ultimately, this body of knowledge provides a crucial theoretical foundation that transcends specific institutional boundaries. Consequently, it enhances national research competitiveness and establishes a sustainable global presence in academia.

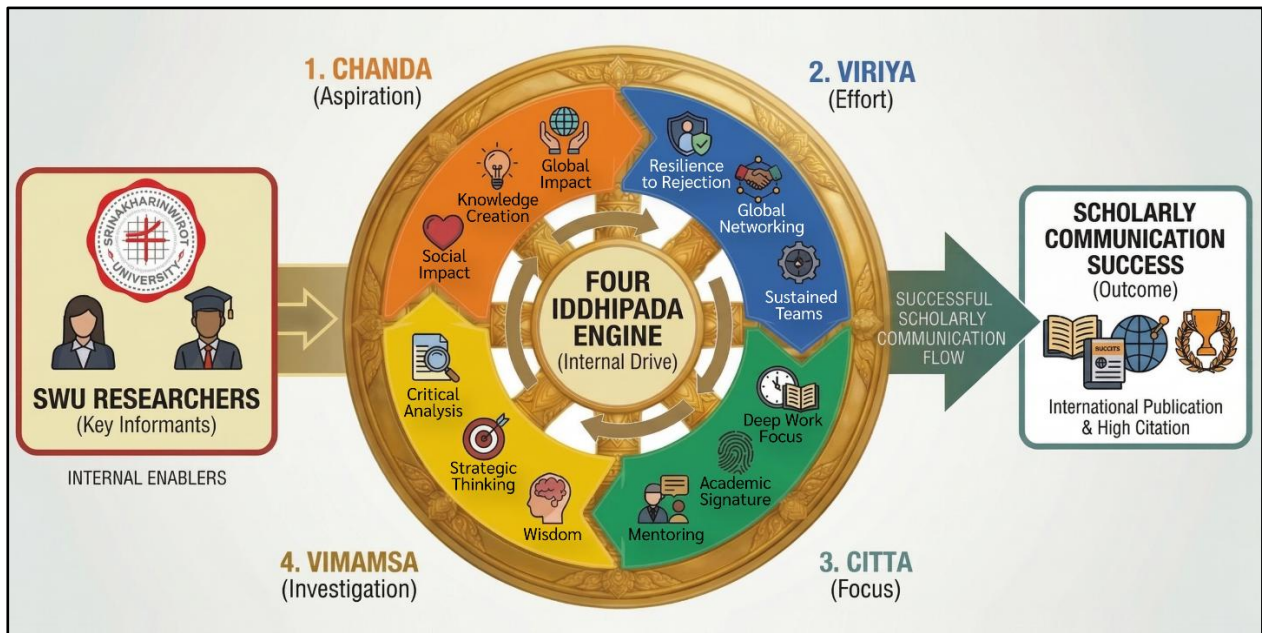


Figure 2 The conceptualization of the four principles of Iddhipada as an Internal Engine driving the continuous flow of international scholarly communication.

Conclusions and Recommendations

The findings emphasize that success in international scholarly communication depends on integrating the four principles of Iddhipada as an internal catalyst. Based on the empirical findings, it is recommended that academic institutions focus on context-specific support that models these internal enablers. For example, institutions can train researchers to apply Vimamsa (Investigation) when addressing rigorous peer-review feedback and help them cultivate Viriya (Effort) to build emotional resilience against publication hurdles. While the findings of this qualitative case study are context-specific, they offer crucial analytical insights into how culturally embedded spiritual principles shape research productivity. Future research should expand to include other higher education institutions or conduct comparative studies across different disciplines. Additionally, longitudinal studies are recommended to track the effects of incorporating spiritual principles from Buddhism into researcher development. This could enhance the quality of scholarly communication and increase international citations.



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