

# **In the 21st century, the challenge and adaptation of Phetchaburi Rajabhat University**

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## **Abstract**

During the '21st century there were challenges. A lot has happened with higher education in Thailand. For example, the number of students continues to decline every year due to the decline in birth rate while the number of the elderly population increases, economic problems, changes in consumer behavior or disruptive technology, and COVID-19 etc. Among these challenges, Phetchaburi Rajabhat University has tried to adapt in many areas such as the student admissions system, development of online teaching, developing the university landscape, developing new courses that can meet market demands, etc.

**Keywords:** *21<sup>st</sup> Century, Challege and Adaptation*