

Abstract

The purpose of the research “The Adaptation of Japanese New Religions in Promulgating into Foreign Countries : A Case Study of Sekaikyuseikyo in Thailand ” is to study how Sekaikyuseikyo’s doctrine and promulgating methods are adapted to match the context of Thai society. The study finds that :

1. Sekaikyuseikyo adjusts its doctrine by using the concept of Mahayana Buddhism and Maitreya Buddha as a tool to reach its new members.

2. In promulgating, Sekaikyuseikyo does not emphasize on its doctrine. Rather, it puts more weight on adjusting its practice to fit Thai religious background and culture.

3. As most of its members are middle class and lower class people of the society, Sekaikyuseikyo uses “Johrei ” as a magical practice for members to attain this-worldly benefits and relieve of pain and suffering.

4. The organization creates its network of members to reach the grass-root of the society. A Training Center was established to recruit new members all over the country.

5. Sekaikyuseikyo arranges special activities, such as organic agriculture (Nature Farming) and charity works, in coordination with Thai governmental agencies as a part of its promulgating.