THE STUDY OF TECHNOLOGY ADAPTATION IN OFFICE: A CASE OF THE LANGUAGE INSTITUTE, SUAN SUNANDHA RAJABHAT UNIVERSITY

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ABSTRACT

In the Language Institute offices of the main campus, there is new and updated technology changing very rapidly and adaptation fast is a must for every member of staff. High or low level of job performance is clearly and directly related to the ability of staff in the office to adapt to the use of technology. The objective of this research was to search for any significant factors that lead to the efficiency and effectiveness of job performance in modern office management, especially in technology adaptation as well as to offer many useful but practical recommendations to create a better guideline for the best practices in modern office. The population of this research was all faculty members and staff members at Suan Sunandha Rajabhat university and about 20 samples were collected by using a random probability sampling method. A method of qualitative analysis was conducted to reach the findings. Training and development are one of the most important key of success in the process of technical adaptation in the modern office.

Keywords: Job Performance, Language Institute, Technology Adaptation.

INTRODUCTION

To implement new technology in the workplace such as offices in the Thai university is vital to the future success. It is imperative to provide necessary support to employees as they use the new technology. Making simple changes is the one of the best keys to success. In fact, office technology encompasses all of the latest technologies an employee office uses to remain in effective operation. This includes physical technology, such as computers, printers, and Wi-Fi routers. Also, it includes cloud-based software, such as space management, access control and workplace technology. There are many ways to emphasis the need for a quick and effective adjustment to the new technology. For example, regular training is a must and a simple way to reach all employees to gain feedback and it is the best way to personalize the training and support different learning styles. In fact, technological advancement in today's business world has changed office management to be both more efficient and effective than that in the past. Technological advancements have changed the way office business operate and serve customers by making the processes faster and more efficient. Therefore, it is imperative to have a regular adjustment to the new technology and regular updated training. Every time there is a new introduction of new software and hardware which may directly or indirectly affect the operation of the office, it is important to encourage office employees to get new training as soon as possible in order to allow business offices to automate repetitive tasks, reducing time and effort to complete them. This fast adaptation is considered the competitive edge in modern office management. It is important to understand that new and updated training is for making the process simple, accurate, and fast in gain efficiency, not to make an impression of having

a sophisticated system and technology. The best way to understand the benefit of adapting and adjusting to new technology is by focusing on regular training for employees to enable them not to be obsolete in their kind of business. [1]. But as business and office developments have changed or the situation of the organization has changed, or important environments have changed, the management team might find it necessary to revise the format and knowledge of training. In the past, regular training often can be found in front of annual reports and displayed throughout the premises and the building of the organization [2].

In today's rapidly evolving business landscape, the integration of technology into modern offices has become essential for maintaining competitiveness, efficiency, and relevance. Technological adaptation in the workplace refers to the process by which organizations embrace and implement innovative technologies to enhance productivity, streamline processes, and foster collaboration among employees. From cloud-based solutions to artificial intelligence and smart devices, technology is reshaping the way work is conducted, communicated, and managed within office environments.

The introduction of new and vital technology into modern offices has revolutionized traditional workflows and organizational structures, enabling greater flexibility, connectivity, and agility in operations. With the rise of remote and hybrid work models, fueled by advancements in communication and collaboration tools, technology has blurred the boundaries of physical office spaces and empowered employees to work from anywhere, at any time. Additionally, technologies such as video conferencing, instant messaging, and project management software have facilitated seamless communication and coordination among geographically dispersed teams, driving productivity and innovation.

Moreover, technology adaptation in modern offices encompasses the digitization of administrative tasks, such as document management, scheduling, and data analysis, leading to greater efficiency and accuracy in decision-making processes. Automation tools and workflow management systems automate repetitive tasks, freeing up employees to focus on value-added activities and strategic initiatives. Furthermore, the integration of data analytics and business intelligence solutions empowers organizations to derive actionable insights from vast amounts of data, enabling data-driven decision-making and predictive analytics.

However, the adoption of new technologies in the workplace also presents challenges and considerations, including concerns about data security, privacy, and the impact on employee well-being. As organizations navigate the complexities of technological adaptation, it is crucial to prioritize cybersecurity measures, provide adequate training and support for employees to leverage new tools effectively, and foster a culture of innovation and digital literacy.

LITERATURE REVIEW

In this section of literature review, there are at least four important literature reviews focusing on technology adaptation in modern offices which are directly related to this research paper. The first literature review is "Technology Adoption and Organizational Change in the Modern Workplace," which explores the factors influencing technology adoption and organizational change in modern offices. It examines theories such as the Technology Acceptance Model (TAM) and the Unified Theory of Acceptance and Use of Technology (UTAUT) to understand employees' attitudes and behaviors towards new technologies. Additionally, the review discusses the role of organizational culture, leadership, and training in facilitating successful technology adaptation [1].

The second literature review is the paper, "The Impact of Digital Transformation on Work Practices and Organization Performance," which examines the effects of digital transformation on work practices and organizational performance in modern offices. It

synthesizes research on topics such as remote work, digital collaboration tools, and agile methodologies, exploring how these technologies reshape organizational structures, communication patterns, and productivity. The review also discusses challenges such as digital skills gaps and resistance to change [2].

The third literature review is the paper on the topic of "Employee Perceptions of Technology Adoption in the Workplace," which focuses on employees' perceptions of technology adoption in the workplace, examining factors that influence their acceptance and use of new technologies. It synthesizes research on topics such as user experience, perceived usefulness, and ease of use, highlighting the importance of user-centered design and user training in facilitating technology adoption. The review also discusses strategies for overcoming resistance to change [3]. The fourth literature review is the topic of "The Role of Leadership in Driving Technology Adoption and Innovation in Organization," which examines the role of leadership in driving technology adoption and innovation in organizations. It synthesizes research on leadership styles, change management strategies, and organizational culture, highlighting the importance of visionary leadership, communication, and empowerment in fostering a culture of innovation. The review also discusses the challenges leaders face in navigating technological change [4]. It is hoped that these literature reviews provide valuable insights into the factors influencing technology adaptation in modern offices, offering perspectives on organizational change, digital transformation, employee perceptions, and leadership strategies.

OBJECTIVE

The objective of this research was to search for any significant factors that lead to the efficiency and effectiveness of job performance in modern office management,

METHODOLOGY

For the study, qualitative study was chosen as the research method. A qualitative approach was considered more relevant to seeking the answers due to the fact that it allowed greater capacity to gain more in-depth and insightful experience than the participants had been observed for a long time. Then, the experiences are collected in the form of in-depth interviews and insightful discussion. The objective of this research was to investigate the explanation of technology adaptation in modern offices, the case of Suan Sunandha Rajabhat University.

RESULTS

By utilizing both in-depth interviews and review of literature from the method of quantitative research, the important findings can be revealed. Technology adaptation and adjustment in the office refers to the process of integrating new technologies into the workplace environment and ensuring that employees can effectively use and adapt to these technological changes. Here's an explanation of technology adaptation and adjustment in the office, supported by citations:

1. **Introduction of New Technologies:** Organizations introduce new technologies to improve efficiency, productivity, and competitiveness in the workplace. These technologies may include software applications, hardware devices, or digital platforms. According to research by Rogers (2003), the adoption of new technologies follows a diffusion process, starting with innovators and early adopters and gradually spreading to the majority of users in the organization [5].

2. **Training and Development:** Employees require training and development programs to learn how to use new technologies effectively. Training sessions, workshops, and online tutorials can help employees develop the skills and competencies needed to adapt to technological changes. Torkzadeh and Koufteros (1994) emphasize the importance of training programs in facilitating technology adoption and user acceptance, leading to improved job performance and satisfaction [6].

3. **Change Management Strategies:** Implementing change management strategies is essential for managing resistance and facilitating the transition to new technologies. Communication, stakeholder engagement, and addressing employee concerns are critical components of successful change initiatives. Kotter (1996) outlines an eight-step change management model, which includes creating a sense of urgency, building a guiding coalition, and communicating the vision for change, to facilitate organizational transitions effectively [7].

4. **User Support and Assistance:** Providing user support and assistance is essential for helping employees overcome challenges and troubleshooting issues related to new technologies. Help desks, technical support teams, and user manuals can offer guidance and assistance as employees adjust to technological changes. Orlikowski and Iacono (2001) highlight the role of user support structures in facilitating technology adaptation and addressing user concerns, which can enhance user satisfaction and acceptance of new technologies [8].

5. **Feedback and Iterative Improvement:** Collecting feedback from employees about their experiences with new technologies is important for identifying areas for improvement and making iterative adjustments. Organizations can use feedback mechanisms such as surveys, focus groups, or suggestion boxes to gather input from users. Nielsen (1993) discusses the importance of user feedback in usability testing and iterative design, emphasizing the value of involving users in the design and development process to create user-friendly technologies [9].

6. **Promotion of Digital Literacy:** Promoting digital literacy among employees is essential for fostering a culture of technological competence and innovation in the workplace. Digital literacy programs can help employees develop the skills needed to navigate and utilize digital tools effectively. Martin (2006) discusses the importance of digital literacy in the modern workplace, highlighting the need for ongoing learning and development to keep pace with technological advancements and changes [10].

SUMMARY

In summary, technology adaptation and adjustment in the office require a strategic approach involving training and development, change management strategies, user support, feedback mechanisms, and promotion of digital literacy. These elements contribute to successful technological integration and improved productivity in the workplace [11] [12]. Furthermore, technology adaptation in modern offices represents a paradigm shift in how work is conceptualized, executed, and managed. By embracing innovative technologies and harnessing their transformative potential, organizations can drive operational excellence, foster collaboration, and creativity, and position themselves for success in an increasingly digital world.

LIMITATION OF THIS STUDY

While undertaking this research, the author encountered some limitations. Most notably, the small number of samples of a qualitative method means that the power of generalizing from the findings might not be so strong. Certainly, qualitative studies typically involve smaller sample sizes compared to quantitative research, which can limit the generalizability of findings. While this qualitative research aims for in-depth understanding of

the topic of technology adaptation in the office rather than statistical representativeness, small sample sizes may restrict the applicability of results to broader populations.

ACKNOWLEDGEMENTS

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