

EXPLORING SITUATION, PROBLEMS AND GUIDELINES FOR DEVELOPMENT OF THE UNIVERSITY BUSINESS INCUBATOR OF SUAN SUNANDHA RAJABHAT UNIVERSITY.

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ABSTRACT

This research was aimed to study the problem condition and guideline for developing the University Business Incubator of Suan Sunandha Rajabhat University. It was the quantitative research by using the descriptive statistic, inferential statistic and questionnaire, and the data was analyzed by using frequency, percentage, average (\bar{x}) and standard deviation (S.D.). The data was gathered from 80 of Bureau of Assets and Income's executive, lecturer, staff and student at Suan Sunandha Rajabhat University.

The findings revealed that most of Bureau of Assets and Income's executive, lecturer, staff and student at Suan Sunandha Rajabhat University were female, at the age of 18 – 25 years old, the average income was 15,001 – 25,000 baht, with the Bachelor's degree. The problem condition and guideline for developing the University Business Incubator of Suan Sunandha Rajabhat University was in the high level in total of 5 issues; service, operational planning, administration, building and activity or project.

Keywords: University Business Incubator, Executive, Staff, Student, Entrepreneurs

INTRODUCTION

University Business Incubator (UBI) [1] is a mechanism to drive the Start-up Company and new entrepreneurs to run their own business called Spin-off Company after passing the incubation process systematically. Office of the Higher Education Commission (OHEC) established UBI [2] by Nittaya Nirasrop (2011) said that [3] in the late 2004 to incubate and strengthen the participants by applying the academic environment for their full business in the future, it is responsible for creating the new enterprise with product and service based academic knowledge, research, innovation and creative work to respond to the market needs as aimed to promote adding value of product from the university's research, giving advice and information for the company establishment, educating the participants for the understanding of being the entrepreneur (Boonthawan Wingwon, 2013) [4], coordinating with the public and private sections for facilitating the company establishment including to promote the new business innovation and entrepreneur to the enterprise section. Nevertheless, the current human resource development system of being the new entrepreneur or company has some constraints and problems including there is not much interest, understanding and business of student, graduate and staff but part-time business or business without academic knowledge and innovation, then UBI will fulfill the appropriate operational process for the expected new entrepreneur as a coach who links the actual business market.

UBI should have a readiness of the building; secretary system, meeting room, communication and internet system including the access on library, laboratory and equipment, a readiness of the business consultation; consultant, academician, researcher, student and colleague, and a readiness of the administration of UBI's executive. In

consequence, the researcher is interested in the proficiency of UBI, Suan Sunandha Rajabhat University on the strategy of each section that leads to the success and on the problem that leads to the strategy prototype of success achievement for the entrepreneur development.

OBJECTIVE

1) To study the problem condition of the University Business Incubator of Suan Sunandha Rajabhat University.

2) To study the guideline for developing the University Business Incubator of Suan Sunandha Rajabhat University.

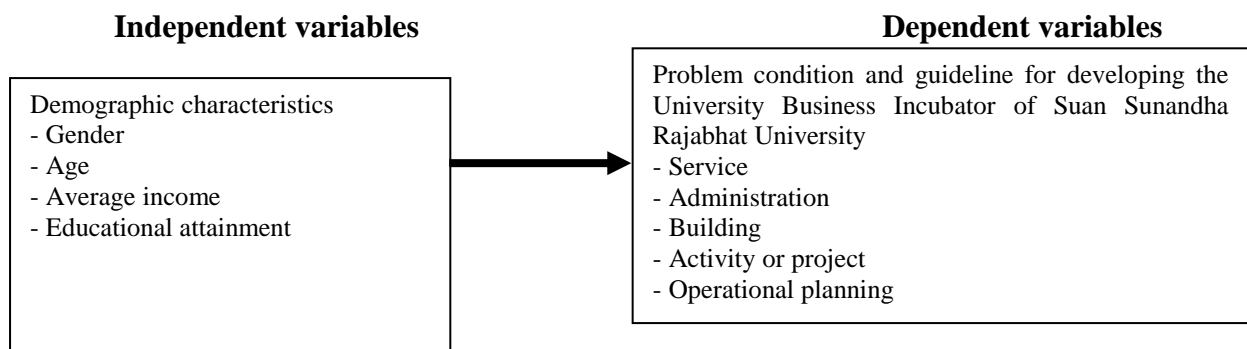
Population and sample group

80 of Bureau of Assets and Income's executive, lecturer, staff and student at Suan Sunandha Rajabhat University.

Conceptual framework and hypothesis

There were independent and dependent variables for the research of problem condition and guideline for developing the University Business Incubator of Suan Sunandha Rajabhat University as shown in the conceptual framework as follows;

Figure 1
Conceptual framework and hypothesis



METHODOLOGY

There was the methodology for the research of problem condition and guideline for developing the University Business Incubator of Suan Sunandha Rajabhat University as follows;

1. Defining the population and sample group.
2. Providing the research tool.
3. Gathering data.
4. Providing and analyzing data.

1. Population and sampling

1.1 The population was 80 of Bureau of Assets and Income's executive, lecturer, staff and student at Suan Sunandha Rajabhat University.

1.2 The sample group was 80 of Bureau of Assets and Income's executive, lecturer, staff and student at Suan Sunandha Rajabhat University.

1.3 The sampling method was non-probability or purposive sampling by gathering data from staff of Bureau of Assets and Income who related to the budgeting.

2. Providing research tool

2.1 The research tool was the questionnaire to study the planning of administration, operation and service of Bureau of Assets and Income, Suan Sunandha Rajabhat University which divided into 3 parts as follows;

Part 1 - Personal information comprised of gender, age, average income and educational attainment as follows;

1. Gender: it was gathered by using the nominal scale.
2. Age: it was gathered by using the ratio scale.
3. Average income: it was gathered by using the ratio scale.
4. Educational attainment: it was gathered by using the nominal scale.

Part 2 - Administration, operation and service of Bureau of Assets and Income, Suan Sunandha Rajabhat University which it was gathered by using the Likert rating scale or interval scale with 5 levels to assess the budgeting as follows;

- 5 represented to the highest level
- 4 represented to the high level
- 3 represented to the moderate level
- 2 represented to the low level
- 1 represented to the lowest level

RESULTS AND DISCUSSION

Most of Bureau of Assets and Income's executive [5], lecturer, staff and student at Suan Sunandha Rajabhat University were female, at the age of 18 – 25 years old, the average income was 15,001 – 25,000 baht, with the Bachelor's degree which it was consistent with the theory of Porama Satawethin (2013: 105) [6] said the different demographic characteristic affected to the different psychologic characteristic which it was analyzed by gender, age, educational attainment and income, and affected to the problem condition and guideline for developing the University Business Incubator of Suan Sunandha Rajabhat University.

Bureau of Assets and Income's executive, lecturer, staff and student at Suan Sunandha Rajabhat University recognized on the problem condition and guideline for developing the University Business Incubator of Suan Sunandha Rajabhat University in the high level in total of 5 issues; service, operational planning, administration, building and activity or project which it was consistent with the research of Chalida Thaninkullaporn (2018) [7], A Study of Success Factors of University Business Incubator in Thai Higher Education, studied and presented the success factors and guideline for the administration of University Business Incubator in Thai Higher Education (Surat Thanprasertkul, 2005) [8] to the related people or section, and the findings revealed that;

The success factors for the administration of University Business Incubator in Thai Higher Education were the external and internal factors; the external factors comprised of the government policy, government subsidy, market needs, competency of the participant, participation of the stakeholder and culture of the participant, and the internal factors comprised of the university policy, budget approval, budget of the executive which considered on the consistency with competency of manager and staff, association networking, technology and innovation. The business incubation process comprised of creating the consciousness of being the entrepreneur for the target group, recruiting the participant, educating or developing the competency of participant, developing the competency of product or service of the participant, subsidizing or linking the capital source, assessing the participant included monitoring after the business incubation process, supporting the physical facility, business incubation plan and public relations.

Applying the research

It could apply the research of problem condition and guideline for developing the University Business Incubator of Suan Sunandha Rajabhat University for the executive and staff who related with the University Business Incubator of Suan Sunandha Rajabhat University to plan the efficient administration and operation for the University Business Incubator of Suan Sunandha Rajabhat University.

Effect on changing the work process

The executive and staff of the University Business Incubator of Suan Sunandha Rajabhat University could realize on problem and process of the University Business Incubator, and focus on the administration planning of the University Business Incubator of Suan Sunandha Rajabhat University.

Suggestion

5.1 For the administration of the University Business Incubator, it should have a meeting with the executive to realize on responsibility, role, operational guideline or agreement on business incubation of the Office of the Higher Education Commission (OHEC) to avoid the problem and threat from working with the University Business Incubator network.

5.2 The University Business Incubator should have a monthly performance report to the Bureau of Assets and Income's commission for their monitoring on the expected purpose.

5.3 For the public relations, it should have a communication channel to promote the image and information to the lecturer, student, staff and general public.

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