KEY SUCCESS OF MODERN ORGANIZATION MANAGEMENT.

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ABSTRACT

Organization management in campus of Saun Sunandha Rajabhat University is required to be improved constantly in order to sustain its success in high level of competition of higher education in Thailand. The success of modern organization management needs every employee and manager to perform at higher level to produce better results of service and work performance. The purposes of this study were to investigate key success of modern organization management from the perspectives of university employees as well as to offer ways to enhance human capital of the university. To gain the important findings, the research chose the quantitative research method to generate results and was utilized with 150 university employees. The sample groups was determined by male and female with equal ratio. The questionnaires were designed and developed with a sample of groups of employees. The findings from with study can be reported that there were ten important key success which were leadership, communication, teamwork, working condition, clear goals and policy, support from high level management, positive environment, market compensation, relationship with other department, and relationship between manager and employees. The best way to enhance human capital was to update their knowledge and skill such as English, computer, and specific work related.

Keywords: Factor of Success, Management, Organization

INTRODUCTION

The modern organization management nowadays requires a constant improvement and adaptation in order to be successful in the new environment with the eruption of disruptive technology. Most of the times, managers try to find the express lane to operating excellence. Yet at most companies today goals and visions must be shared and understood by all employees of the organization. Researches show that public goals, or goals that understood by all employees, are more likely to be attained than goals help in secret or in private. To be competitive, it requires a lot of changes. Unfortunately, getting employees to change is not an easy task under the best of circumstances and under the face of resistance, changes are impossible. Only with the strong leadership, employees can be navigated to the transitions of changes successfully. Factors of success in the modern office are considered as critical factors that need to be focus on the everyday management and everyday monitoring. The modern office management is actually very busy, hectic, and needs a real practical ways to increase both speed and quality of job assignment and services. In fact, office management as well as office manager is one of the most important functions of university to three groups, namely students, staff, and faculty members. Efficacy of office management reinforces the productivity and performance from members and supply them with many kinds of opportunities for success and advancement. In fact, key of success leads to effectiveness in office management and often reflects the level of satisfaction of staff members in the office.

One of the most important ways to measure the office management is the satisfaction of services users. In other words, service quality is an important determinants of the office

success and there are at least five important areas or five dimensions to measure the service quality. The first one is reliability which is the ability of the office in the campus to provide service on-time, accurately, and dependably. Second one is responsiveness which is ability of the office in the campus to deal with complaints and promptness of the service. Third one is competence which is the ability of the office in the campus to have staff who possess the necessary skills and knowledge and updated information to perform the service effectively. Fourth one is communication which is the ability of the office in the campus to effectively keep customers, employees, and stakeholders informed about the service that they can easily understand. Finally, the fifth one is tangibles which is the ability of the office in the campus to provide good stage of facility, physical condition of the building and environment, appearance of personal and conditions of equipment in good form.

METHODOLOGY

Fig. 1 the Process of Research
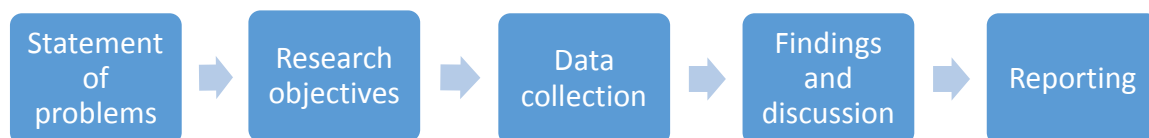
The purpose of this research study was to study feelings towards office management as well as the important factors of success that affected the positive or negative feelings from the staff's perspectives. This study utilized mainly the qualitative research method which aimed to obtain the findings of an in-depth interview from two major perspectives namely: male and female staff. Each group would consist of 12 individuals and each group would set up to participate in a small focus group to explain their opinions and comments about office management and provide their insight information together with valuable comments of how to improve the office management in the sustainable way.

FINDINGS

Form the qualitative research technique, the findings were the important of five skill set that office manager of high education organizations must have in order to implement daily management successfully. In general, success of office management have many different dimensions such as success in terms of profit, success in terms of service quality, success in terms of accomplish key performance index, and success in terms of others issues on hands. However the focus of success here in this paper is on the management success. First, the office manager must be an all-around effective leadership because it is critical for the management of the office of higher education organization in order leads the office effectively. Therefore, office manager must find ways to improve leadership skills and implement his or her leadership skills on a daily basic to lead and to enhance the level of understanding of staff. Second, it is vital for office manager to take prudent risk in many occasions and different opportunities. The office manager must have this skill polished and be able to take both careful risk and many times risk with improvised information. Third, the office manager must be an innovative thinker. The office manager must think fast and move

fast. Be able to solve problems with new ways and different ways that both faster and cheaper. Develop a positive atmosphere that accept a brainstorming of new ways of generating ideas, new ways of thinking, and new ways of solving problems. Fourth, it is vital office manager to attend regular training to understand about high service quality technique and be able to provide such a service to customers to their highest level of satisfaction. Fifth, the office manager must have people skill and communication skill. Why? It is always vital to polish both people skill and communication skills since the office manager need to use these skills on a daily basis both with customers and with our own staff. In addition, the finding of the study revealed that the majority of informants expressed the positive feelings towards the office management performance and most of them had a highly positive comments of the opportunity for advancement. However, there were some suggestions such as there is a real need for improvement of effective communications, collaboration with other offices in the university, and training opportunities for staff members in the future.

SUGGESTIONS

In the world of constant changing with unpredictable situations and intense competition, office managers need to train themselves as well as provide the training programs for their staff in terms of leadership, prudent risk taking, and innovative thinking skills. It is a requirement to upgrade the ability to provide services, securing important resources for overall goals of plan. It is also important for office managers to search for new key success such as ability to open opportunity, ability to connect your team with useful resources and most importantly ability to advocate for high productivity and high performance of the organization. The support and commitment from the top management is essential to the morale of the staff and general employees. If the top management acts seriously in any issues or any policy, the staff and general employees will put extra efforts to the particular issues.

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