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EFFECTIVENESS OF ADMINISTRATION AND INFORMATION.

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ABSTRACT

The flow of changing in the globalization and disruptive technology forces the change in the administrative works and management of the higher education institutions. In order to compete with other universities, Suan Sunandha Rajabhat University must have new tools to effectively enhance the work of administration and information. In other words, to increase the productivity and reduce costs are two key results of effectiveness of administration and information. The objectives of this study were to enhance the effectiveness of administration and information and to increase the new standard of working and process of administration and information. In order to find the answers for research questions, this research employed quantitative research technique. The sample group consisted of 200 staff both male and female from three main groups: technicians, administrative, and secretary. The study began at the first quarter of the year 2019 and the research areas was conducted at the main campus of Suan Sunandha Rajabhat University. The findings of the research revealed that there were four factors of enhancement of effectiveness of the administrative and information. These four factors included special training programs designed specifically for administrative and information staff, the motivation and appreciation from users, the clear cut of process of doing everyday work, and empowerment of staff from top level management.

Keywords: Effectiveness, Administration, Quality, Empowerment

INTRODUCTION

In the constant changing globalization, it is important to have an effective administration and information to run the modern organization and in charge of creating and enforcing strategic plan and policies to complete tasks and goals. However, the administrative staff of Suan Sunandha Rajabhat University are those who major duties are about to support the work of the university. The management level may focus on the management of plan and actions whereas the administrators may focus on responsible for overseeing the daily operation for the work of administration of the office and organization. An effective administrator is a valuable asset to higher education organization, the staff will be a link between organizations with various departments. In fact, without effective administration and information, no organization will be able to run smoothly and professionally. However, to have effective administration and information, there are the requirements of foundation of the strong system that design to be teamwork and open communication to various departments.

The flow of constant changing in the higher education in globalization is becoming seriously for management and executives to prepare for the best. Moreover, disruptive technology forces begins to have tremendous impacts on the change in the administrative works and management of the higher education institutions. In order to compete with other universities both in domestic market and international market, Suan Sunandha Rajabhat University must have new ideas, new system and new tools to effectively enhance the work of administration and information. In other words, to increase the productivity and reduce costs are two key results of effectiveness of administration and information. The focus on this

study was in the effectiveness of administration and information of the office working for Suan Sunandha Rajabhat Univeristy, Bangkok, Thailand

METHODOLOGY

In order to find the results for this research, it is important to understand the aims of this study which was to enhance the effectiveness of administration and information and to increase the new standard of working and process of administration and information. In order to find the answers for research questions and research objectives, this study employed quantitative research technique. The sample group, selected from the participation of full time employees of Suan Suandha Rajabhat University, consisted of 150 staff both male and female from three main groups: technicians, administrative, and secretary. The study time period was initiated at the first quarter of the year 2019 and the research areas was conducted with employees at the main campus of Suan Sunandha Rajabhat University, Bangkok, Thailand.

In fact, the sample size of 400 respondents was determined by Taro Yamane table with a 0.05 level of significance. However, due to the fact that there were limited budget and time, the number 200 employees was chosen. The data collation was performed via a five Likert scales of questionnaire to elicit respondents' opinion, experiences, and suggestion. The questionnaire was designed and developed to have three parts of questionnaire. Part one was to collect the demographic information of the respondents. Part two was aimed to understand about level of satisfaction in each activities and part three was designed to allow respondents to freely provide opinion, comment, and suggestions. The validity of each question in the questionnaire was tested using Item-Objective Congruency or IOC index to meet the minimum requirements

FINDINGS

The aims of the finding section in this research paper were to report demographic characteristics and the main results of the data analysis used to answer research questions as well as the level of satisfaction from administrative works. The sample group was 200 respondents. A demographic profile indicated that more female than male respondents were sampled with the ratio of 45:55. The findings and discussion of this study revealed that there were four factors of enhancement of effectiveness of the administrative and information in the campus of Suan Sunandha Rajabhat University. These four important factors included special training programs designed specifically for administrative and information staff to improve in short term and long terms, the motivation and rewards from the top level of management and appreciation from users or customers, the clear cut of process, work and document system of doing everyday work, and empowerment and encouragement of staff from top level management and executives of university.

TABLE I

	<i>Mean</i>	<i>S.D.</i>	<i>Rank</i>
Level of Satisfaction			
<i>Activities</i>			
1. Communication skills	4.41	.9340	1
2. Data base management	4.39	.8112	2
3. Techniques and methods of sharing knowledge.	4.21	.7195	3
4. Effectiveness of the Activities.	4.15	.7741	4

5. Strategic planning and implementing	4.13	0.6687	5
6. Information and Detailed oriented	4.08	0.9978	6
7. Pleasing personality	4.05	0.6884	7
8. Networking and collaboration	4.01	0.9902	8

From TABLE I, the mean score of the study can be used to rank the highest to the lowest satisfaction level as follows: First, the mean score of activity “communication skills” was ranked as number one with a mean of 4.41 and standard deviation of .8112. Second, the mean score of activity “Database management” was ranked as number two with a mean of 4.39 and standard deviation of .9340. Third, the mean score of activity “Techniques and methods of sharing knowledge” was ranked as number three with a mean of 4.21 and standard deviation of .7195. Fourth, the mean score of activity “Effectiveness of the Activities” was ranked as number four with a mean of 4.15 and standard deviation of .7741. Fifth, the mean score of activity “Strategic planning and implementing” was ranked as number five with a mean of 4.13 and standard deviation of 0.6687. Sixth, the mean score of activity “Information and Detailed oriented” was ranked as number six with a mean of 4.08 and standard deviation of 0.9978. Seventh, the mean score of activity “Pleasing personality” was ranked as number seven with a mean of 4.0 and standard deviation of 0.6884. Eighth, the mean score of activity “Networking and collaboration” was ranked as number eight with a mean of 4.01 and standard deviation of 0.9902.

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