A STUDY OF THE BEHAVIOR OF USING E-MAILS: A CASE OF EMPLOYEES OF SUAN SUNANDHA RAJABHAT UNIVERSITY.

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ABSTRACT

In modern work, email is a permanent log of our daily working life and personal life. Each employee may have a unique behavior and are increasingly savvy and no longer happy with the same old style of poor quality of information, and newsletters. To be able to understand the needs and wants of employees who uses email in every day working life can help to improve their productivity, time management, and get more things done. Emails at Suan Sunandha Rajabhat University actually aims to enhance employees with the intensity level of both internal and external ways of communication with modern professional and business & academic environment regardless of their different needs and wants of information. In order to understand email behavior of employees in campus, it is vital to identify the major reason of their usages and how frequency of usage per persons per semester, and what type of information they seek, and what are major benefits of email, and what the new substitutions of email.

The purposes of this study were to search for email behaviors of employees as well as the trend of using emails. This study employed mainly a qualitative research which utilizing an in-depth interview with two different groups of employees: staff and faculty members who regularly use their emails. Data collection, from a focus group period, started at semester one of year 2019. The results of the study can be summed up that there are very alarmist about the trend of using email in office and there was a shift from heavy dependent on email to other social media such as Facebook and Line due to the more exciting features and easy to use on cell phone. The email using started becoming obsolete and rate of using email is in decline in some segment the office. The younger employees tend to use other social media for communicating than the older employees who still use email for their official work. Trend of using email is declining and the attention to email and contents in email also declining.

Keyword: Email Behavior, Social Media, University Employees

INTRODUCTION

Email using behavior is a personal behavior that affects the productivity and performance of staff and there is a change of time using into social media behavior more and more rapidly. It demands the attention of every staff and manager and every organization to pay heed to this issue. Time using with email and social media are costly, annoying, and most often than not, ineffective. It is no wonder that there are many time wasting and losing unnecessary productivity and since it becomes a habit and silent organization culture, it very hard for people to resist the change and avoid doing in an ineffective way. Due to the amount of time wasting on email and social media that affecting work productivity as well as working environment, the real study and suggestions will be necessary to accompanies with the new policy which expected to receive a considerable amount of resistance from the organization's members and their forces. In the worst case, the barriers to change or any adjustment of email and social
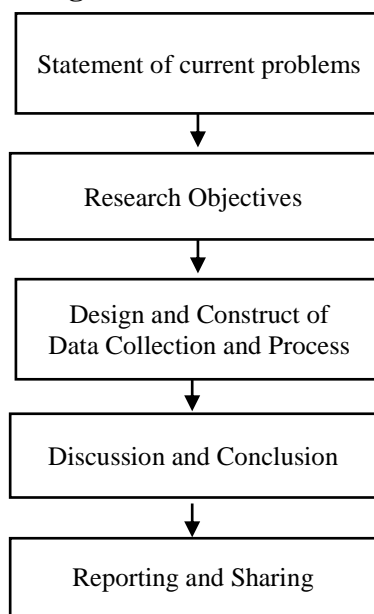
media behavior may cause a failure of the whole effort. It has been estimated that about two-third of any organization behavior changes either fail completely or fall significant short. Therefore, it is important to begin with the study and provide suggestions before implementing any change in the organization. The damages from the conflict of change should not be higher than the benefits of the change itself. The dismal success rate suggested that something in the traditional way of dealing with changes is inadequate.

Time management gurus all over the world have cited that emails and social media have many benefits with immense time wasting if not very well organized. In modern organizations of higher education around the world, time consuming and wasting on unnecessary emails and social medias are increasingly demanding a real study to offer a better way to handle it in regarding efficiency and effective technique as well as its cost and time justification. The use of time for emails and social media must be associated achievement of objectives and obligation of the organizations, not too much on personal pleasure. Computer labs and its training programs relates to the development of time management tools and techniques must be designed to provide general and specific knowledge, skill, and behavior to students, staff, and faculty members.

In fact, the hours of time management training have been proved to be on a rise of productivity or steady increasing ways to handle time wasting on emails and social media in the modern world organizations. Many successful higher education organizations often reported that the training session should be their number one priority for their employee's improvement in time management and time wasting on emails and social media. The results of training must be higher productivity and profitability. The gain from special training actually benefits both employees and employers. In short, more trainings are essential and very popular human resources development and enhancement which benefits employees directly.

Certainly, due to many benefits, there are more and more pressures in the introduction of better and more effective time management training in many organizations of higher education all over Thailand. It is important to understand the relationship between the effectiveness of training indicators in order to enhance the quality and effectiveness of the time management on emails and social media. Therefore, the researcher is interested in studying the important topics to provide more knowledge and suggestion for organizations of Suan Sunandha Rajabhat University.

Fig. 1 Research Process

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│   Statement of current problems │
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│      Research Objectives        │
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│      Design and Construct of    │
│   Data Collection and Process   │
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│    Discussion and Conclusion    │
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│      Reporting and Sharing      │
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METHODOLOGY

For this study to be successful, there are five simple research process: Understanding of Current Problems, Research Objectives, Design and construct of the Data Collection, Data Interpretation, Discussion & Conclusion, and Reporting. The study utilized mainly qualitative research method. In order to comprehend email behavior of employees in campus, it is necessary and important to identify the major research questions and the major reasons of their usages and how frequency of usage per persons per semester, and what type of information they seek, and what are major benefits of email, and what the new substitutions of email.

The objectives of this study were to identify as well as to search for email behaviors of employees as well as to understand the trend of using emails. This study focused the research technique on qualitative research which utilizing an in-depth interview with two different groups of distinguished employees: staff and faculty members who regularly use their emails every day in their working environment. Data collection was elicit from a focus group who were willing to participate in the long day. This study started and completed during semester one of year 2019.

FINDINGS

The findings of this investigation can be reported that there was an immediate need to improve knowledge of time management from traditional trainings and assessment into modern effective styles of utilizing time with emails and social media. The design of time spending and effectiveness needed to be improved and should be re-designed as active working environment for maximize the benefits to the precious time of all employees and allow them to have access to advantages of new and specific training of time management regarding the wasting too much time on unnecessary and unproductive emails and social media. The updated training process is always important and must be required high standard design to be more accurate by using feedbacks from both staff and faculty members.

The findings of the study can be summed up that there are very alarmist about the trend of using too much time on emails in office and there was a shift from heavy dependent on email to other social media such as Facebook and Line due to the more exciting features and easy to use on cell phone. The time spending on these social media was hard to detect if it was for business working or personal craving. However, it was the fact that the direct email using started becoming obsolete and rate of using email is in decline in some segment the office. Email is becoming part of social media. For example, Facebook can link and open email account with high speed and summed up into one account. The younger employees in the office tend to use other social media for communicating than the older employees who still use direct traditional email for their official work. Trend of using email is declining and the attention to email and contents in email also declining. Certainly there is a need to train employees in campus of the technique of time management and value of time in the modern office.

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