

CAMPUS CASH FLOW ANALYSIS ENHANCEMENT AND DEVELOPMENT.

Miss Natnichar Kleebbuabarn

Suan Sunandha Rajabhat University, Bangkok, Thailand

E-mail: Natnichar.Kr@ssru.ac.th

ABSTRACT

Campus cash flow analysis enhancement and development is important for the higher education to effectively manage its financial situation to be recognized by the stakeholders as equity and integrity. The cash flow improvement must be systematically and electronically to effective and efficiency. The commitment to monitoring all payment and receiving on the daily, weekly, and monthly basis is significant to the correctness and keep monitoring the progress according to the university fiscal plan. The objectives of this study were to examine the campus cash flow analysis and to offer better ways of enhancement and development of campus cash flow analysis. By employing a qualitative research technique, a total of 15 staff who were involved with financial management of the university were invited for an in-depth interview to gain more information. Fifteen staff was selected from a pool of those who regularly conducting business with finance office in campus and had sufficient knowledge of the process of university policy. The results from the focus group revealed that they reported the overall of today cash flow analysis is excellent, safe and sound. The strengths of cash flow analysis of the campus included accuracy of financial document, knowledgeable staff, speed of analysis, and soundness of short-term and long-term plan. From the past five years back, the report showed that cash flow analysis of the university can be considered as trustworthy and high performance with the yearly revenue growth.

Keyword: Campus Cash Flow, Analysis, Enhancement and Development

INTRODUCTION

Campus cash flow analysis enhancement and development is one of the most widely discussed issues in organization in the campus of Suan Sunandha Rajabhat University. As the understanding of the cash flow will help many committee to have proper information for better decision making. However, the cash flow analysis requires a great deal of thoroughness and commitment of the staff. It is essential to have a form of support from the high level of executives of the university. What is cash flow analysis in campus? The proper definition of cash flow analysis of the campus of Suan Sunandha Rajabhat University is the evaluation of the university's cash inflow and outflows from its operations, projects, activities, and investment. In other words, cash flow analysis is an examination of how the university is generating money and the using of the money, where it is coming from and how to spend it in each categories, what is the value of the overall university.

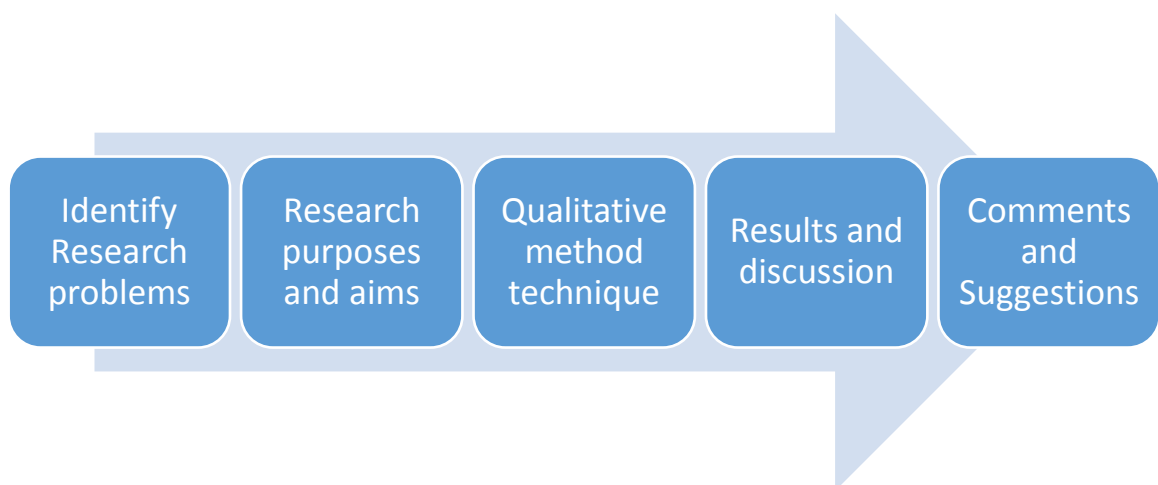
Therefore, it is essential to understand both inflow and outflow and overall -business activities and investment in each quarter and each year. The better analysis of the inflow and outflow of money in campus need to have a better understanding of campus cash flow statement. Therefore, a regular training must be conducted for staff and management level who are involved with cash flow statement in order to maintain high integrity of university financial situation in the long term. In fact, cash flow is one of the most important financial statements for projects and investments in the campus. Understanding cash flow analysis will

help the university and its management to make an informed decision on operating, projects activities, investing activities, and financial activities.

Understanding cash inflow and cash outflow helps to effective and efficiently making decisions and be able to comprehend cash relate to operation and expenses and income from various activities in campus. Moreover, cash flow analysis can be divided into three parts : cash flow from operations of the day to day of university such as tuition collection, training fees, cash flow from investment of the university such as rental, parking fees, and etc., and cash flow from financing such as community services training and its revenues. In addition, the main purposes of cash flow statement analysis of the campus is to attain all details of cash inflows and outflows in the university on a daily, weekly, monthly, and yearly. The more details, the better quality of information to use for decision making. Naturally, any university would prefer positive cash flow over negative cash flow. Positive cash flow is preferred and the implication of positive cash flow is that the university is running smoothly and its financial image is good.

METHODOLOGY

The researcher utilized five important steps of conducting this study: define research problems and its scope, set up major research purposes or aims, choose the qualitative method, obtain results and discussion, and finally obtain the comments from respondents and offer suggestions. Campus cash flow analysis enhancement and development is important for the higher education to effectively manage its financial situation to create and promote good and strong image of financial resources. In fact, both inflow and outflow improvement must be systematically and electronically to gain high level of effective and efficiency. The strong commitment to enhance the system and to monitoring all payment and receiving on the daily, weekly, and monthly basis is significant to develop in the campus. To have more focus on correctness and keep monitoring the progress according to the university fiscal plan, the support from both employees and top level of management is required. The purposes of this study were to investigate the campus cash flow analysis and to explain the better ways of enhancement and development of campus cash flow analysis. By using a proper technique of qualitative, about 15 staff who were involved with financial management of the university were randomly chosen for an in-depth interview to gain more information and better understanding.



FINDINGS

With the use of the method of in-depth interview, the results of this study can be reported that there were no threats and no outstanding big problems for the cash flow of the university both directly and indirectly and both inflow and outflow that affected the success of financial activities, investment activities, and general business activities. The good image of cash flow analysis, in fact, positively affected the productivity, performance, and profitability of the university. However, key success of business often related to the composited characteristic traits. So far, no problems of cash flow affect the issues of the effectiveness of leadership, communication, productivity, people skills, and teamwork which is a good sign.

The results from the focus group of 15 respondents revealed that they all agreed and reported the overall of today cash flow analysis is excellent conditions, together with safe and sound controllable financial situation of both inflow and outflow. In addition, the findings also revealed that the strengths of cash flow analysis of the campus included accuracy of financial document, knowledgeable staff and management level, high speed of analysis, and soundness of short-term and long-term financial plan. From many reports, the agreement of the past five years back, the report showed that cash flow analysis of the university can be considered as trustworthy and high performance with the yearly revenue growth and it will be so at least in the next five years.

SUGGESTIONS

The study hereby recommend that for an effective and efficient organizational performance in cash flow analysis, top level of management must embrace more clarity of an transparency cash flow analysis and its statements. To offer regular training to updated the knowledge and skills to have a better understanding of the accounting and financial method with the new ear of disruptive technology and constant changing environment. Major visions and goals of financial integrity must be thoroughly analyzed with cash flow analysis. The trust and teamwork must be encouraged to all employees in the campus. Lastly, effective feedback and follow up mechanism process must succeed effective cash flow analysis.

ACKNOWLEDGEMENT

The researcher would like to thank Institution of Research and Development, Suan Sunandha Rajabhat University for their financial support. The big thanks also go to the respondents of this survey for their time and their kind sharing of knowledge, experience, and comments. Also, my appreciation goes to Asst. Prof. Dr. Kevin Wongleedee, Director of Institute of Lifelong Learning Promotion and Creativity, for his proof reading of this manuscript.

REFERENCES

- [1] Biggs, M. (2000). "Outsourcing Wisdom," Info World. January 24.
- [2] Carlsmith, J. & Aronson, E. (1963). "Some Hedonic Consequences of the Confirmation and Disconfirmation of Expectations", *Journal of Abnormal and Social Psychology*, 66(2), pp.151-156.
- [3] Choi, T.Y. & Chu, R. (2001). Determinants of Hotel Guests' Satisfaction and Repeat Patronage in the Hong Kong Hotel Industry. *International Journal of Hospitality Management*. 20: pp. 277-297.

- [4] Dawes, R., D. Singer & Lemons, P. (1972), "An experimental Analysis of the Contrast Effect and its Implications for Intergroup Communication and Indirect Assessment of Attitude." *Journal of Personality and Social Psychology*, 21(3), 281-295.
- [5] Edvardsson, B., A. Gustafsson, et al. (2000). *New Service Development and Innovation in the New Economy*. Lund, Studentlitteratur.
- [6] Ekinci Y. & Sirakaya E. (2004). 'An Examination of the Antecedents and Consequences of Customer Satisfaction'. In: Crouch G.I., Perdue R.R., Timmermans H.J.P., & Uysal M. *Consumer Psychology of Tourism, Hospitality and Leisure*. Cambridge, MA: CABI Publishing, pp. 189-202.
- [7] Halil Nadiri and Kashif Hussain (2005), "Diagnosing the Zone of Tolerance for Hotel Services", *Managing Service Quality*, Vol.15, 3, p.261.
- [8] Koszewska, M. (2004). *Outsourcing as a modern management strategy, prospects for its development in the protective closing market*. Technical University of Lodz, Institute of World Economy and Textile Marketing.
- [9] Tracy, M. and Wiersema, F. (1995), "Customer Intimacy and Other Value Discipline", *Harvard Business Review*, vol. 70, no. 2, pp. 57- 69.
- [10] Teery G. Vavra (1997). *Improving your measurement of customer satisfaction: a guide to creating, conducting, analyzing, and reporting customer satisfaction measurement programs*. American Society for Qualit. p.47.
- [11] Wongleedee, Kevin (2017). "Customer Satisfaction in the Airline Industry: Comparison Between Low-cost and Full Service Airlines" *Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal*. No 1 (187) 2017.
- [12] Wongleedee, Kevin (2016). "Factors Influencing Revisit Intentions of International Tourists: A Case Of Bangkok, Thailand" *Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal*. No 6 (182) 2016.
- [13] Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: the Case of Thai Airways-Domestic" *Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal*. No 1 (175) 2016.
- [14] Wongleedee, Kevin (2016). "Important Motivation Factors For Foreign Reinvestment in Thailand" *Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal*. No 6 (180) 2016.
- [15] Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: the Case of Thai Airways-Domestic" *Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal*. No 1 (175) 2016.
- [16] Wells, J. (1996), "IS YOUR JOB SAFE? This thing called 'outsourcing' has workers worried, and not just in the auto industry", *Macleans*, vol. 109, pp. 46- 49.