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BENEFITS OF TRAINING IMPROVEMENT TO UNIVERSITY'S EMPLOYEES.

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ABSTRACT

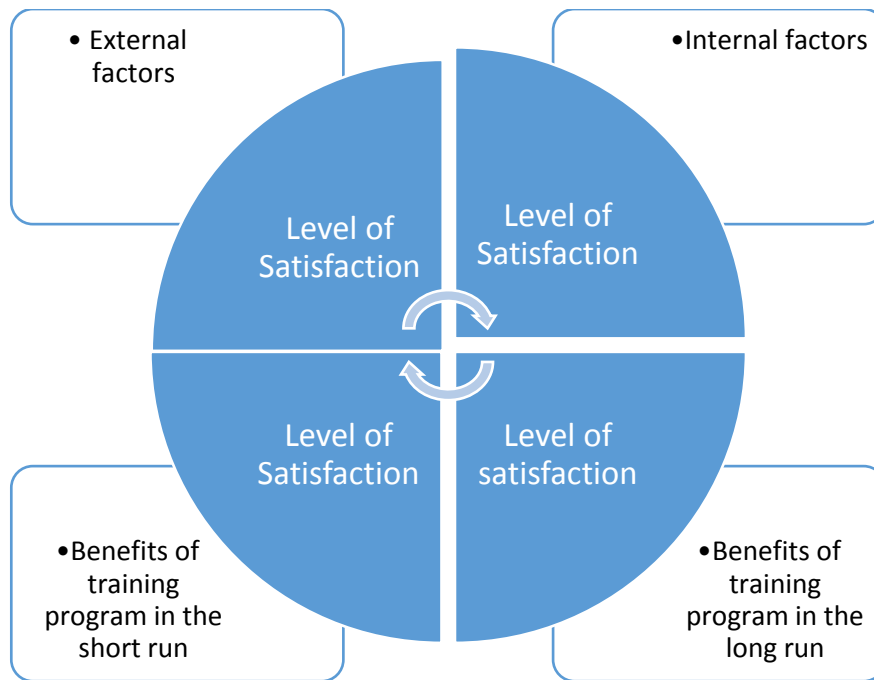
In the modern world, the intense of competition of higher education is uncommon. Every higher education must face the decision to improve university's employee with some new forms of training. It often believed that training will help to improve skill, knowledge, and morals of employees. The benefits could be both short-run and long run. The purposes of this study were to identify the benefits of employees' improvement from regular training programs. This research employed a qualitative technique to gain the understanding of the research topics. About 30 university's employees was selected and went to the process of in-depth interview. Both male and female employees were selected randomly with the same proportion. The findings of the study revealed that all respondents agreed there were significant benefits of the training programs to employees. However, there were five important benefits. First, the first benefit of training included the high level of satisfaction and morale. Second, it helped to increase employee motivation. Third, it increased the effectiveness of the performance and productivity. Fourth, it helped to have discussion and problems identification and problem solving. Finally, it helped to focus on strategies and vision of the organization.

Keywords: Satisfaction, Training, Benefits, Competition

INTRODUCTION

Training improvement is not a complex set of factors that can be done by higher education institutions and in any business organizations that provide regular training programs to increase their level of competitiveness. Providing high quality training helps maintaining customers' satisfaction which is one of the most important factors that leads to business success. Thus, understanding the customers' wants and needs and what customers having in mind about the outcome and output of the training programs, then set up proper criteria to enhance standard of quality for gaining competitive advantages in training programs among higher education institutions.

Due to the fact that the purpose of this study is to survey employees of Suan Sunandha Rajabhat University about the importance of each factors that influence the perception of level of satisfaction of their training programs, it is vital to focus on both internal and external factors that affecting the level of satisfaction and find the ways to improve for better quality and eliminate unnecessary factors that contribute less to the level of satisfaction. Many studies and many findings suggested mainly one dimension that influence the level of satisfaction, however, this research firmly believe that there are both level of satisfaction and the benefits of training programs that actually are equally important and have deeper impact on employees' perception of level of satisfaction of the training programs both in short term and long term.



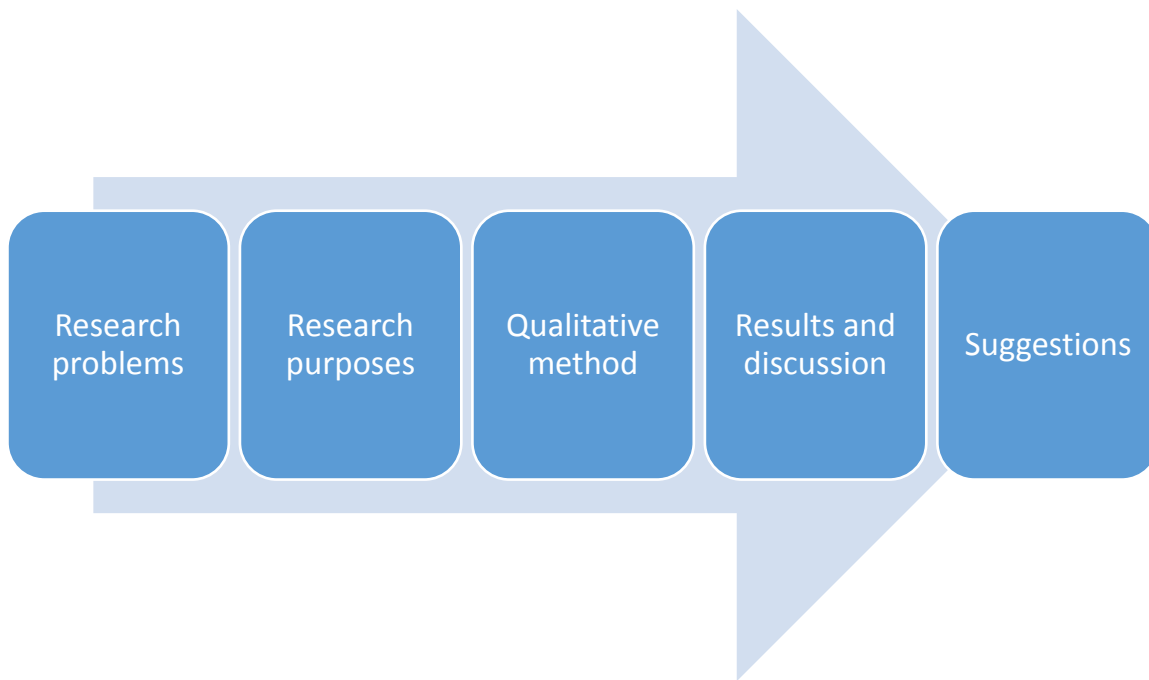
METHODOLOGY

Certainly, the main purposes of this study were to empirically investigate and to identify the benefits of employees' improvement from regular training programs at the main campus of Suan Sunandha Rajabhat University, Bangkok, Thailand. In order to obtain the results, this study employed a qualitative technique to both review of previous research findings and to gain the understanding of the research topics with the in-depth interview technique. About 30 university's employees, who had been familiar with the training process and programs offered by the university in the last ten years, was selected and went to the process of in-depth interview. Both male and female employees were randomly chosen from the same pool with the same proportion.

Specifically, the study intended to answer the following research questions.

1. What is the level of satisfaction from training contributing from internal factors?
2. What is the level of satisfaction from training contributing from external factors?
3. What is the level of satisfaction from training contributing from short term benefits?
4. What is the level of satisfaction from training contributing from long term benefits?

Also, there was about five important steps of conducting this research: First, define research problems, Second, set up research questions and aims, third, utilize the qualitative method, Fourth, get results and discussion, and finally offer valuable suggestions.



FINDINGS

By utilizing the method of in-depth interview, the findings of this study can be reported with some comments. The findings of the study revealed that all respondents who had experience with this topic and this issue agreed there were significant benefits of the training programs to employees in the campus. However, there were five important benefits from the in-depth interview. First, the first benefit of training included the high level of satisfaction and morale. Second, it helped to increase employee motivation. Third, it increased the effectiveness of the performance and productivity. Fourth, it helped to have discussion and problems identification and problem solving. Finally, it helped to focus on strategies and vision of the organization.

From the four research question. What is the level of satisfaction from training contributing from internal factors? From the respondents, they all agreed that level of satisfaction from training contributing from internal factors was very high. The fact that many internal factors, included teamwork, positive work attitude, and network, had been improved due to the training and the interaction during the training. The next question is what is the level of satisfaction from training contributing from external factors? From the respondents, it found that the level of satisfaction was very high from training contributing from external factors. In fact, the external factors, included image of the organization, and reputation of organization, had been better with the training and new knowledge to maintain external factors. The next question is what is the level of satisfaction from training contributing from short term benefits? The respondents also agreed that there was a high level of satisfaction from training contributing from short term benefits such as high morale, high performance and high productivity. Finally, the last question from what is the level of satisfaction from training contributing from long term benefits? The respondents also agreed that there was a high level of satisfaction from training contributing from long term benefits such as reskilled and updated knowledge for the ever changing environment and high level of competitors in the market.

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