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GUIDELINES FOR MANAGEMENT DEVELOPMENT OF STANDARD LOGISTIC LABOUR SKILLS TESTING CENTER

Dr. Pichet Treewai* & Assist. Prof. Dr. Hathaikan Chootrakool**

**College of Logistics and Supply Chain, Suan Sunandha Rajabhat University Bangkok, Thailand*

*E-mail: *pichet.tr@ssru.ac.th*

***Faculty of Science and Technology, Suan Dusit University, Bangkok, Thailand*

*E-mail: **hathaikanc@gmail.ac.th*

ABSTRACT

Logistics has become widespread and popular in the business world. Due to the global trade mechanism, the public and private sectors have given priority to logistics. International trade has been rapidly growing in era of globalization. Logistics is therefore one strategy that will be used to increase trade competitiveness. This study uses the mixed research applying between the qualitative and quantitative approaches. Descriptive statistics and content analysis were analyzed for quantitative and qualitative approaches, respectively. The objectives of the research aim to study about service of standard logistic labour skills testing center and to develop management of standard logistic labour skills testing center. To explore the satisfaction of clients taking a service to the standard logistic labour skills testing center, the semi-structured questionnaires were conducted to 400 samples in quantitative approach. The reliability of Cronbach's Alpha coefficient for the satisfaction was 0.896. The results showed that the testing center provides the overall satisfaction at the high level (3.73) and the individual satisfaction were center service (3.92), service fee (3.78), employee service (3.78), other facilities (3.59) and accessing to the center (3.49), respectively. The hypothesis testing of clients for the satisfaction to guidelines in developing the standard logistic labour skills testing center showed that there were no statistically significant difference between different factors of profile such as sex, age, education level, occupation and monthly income (p value > 0.05). To determine the direction in developing the standard logistic labour skills testing center, the in-depth-interviewing was used in the qualitative approach conducting stake holders of the center, which are representatives from administrators, employees and clients. The suggestion is to adjust the landscape and the atmosphere of the center.

Keywords—Logistic, Standard logistic labour skills testing center, Management

INTRODUCTION

Logistics has today become widespread and has been the influencing flow of both the public and private sectors in Thailand. Due to the change of the world trade mechanisms, international trade has rapidly grown under globalization era. Trade liberalization policy according to the Free Trade Area Agreement (FTA) and bilateral trade make trade today a borderless trade. Therefore, trade competition has been a global concentrated competition. Logistics is one of the strategies that will be used to increase trade competitiveness, which will make products and services cheaper, products and services will reach the consumer faster and more accurately according to the agreed contract (Srisorn, 2013). Recently, there have been efforts from several governments to fully upgrade the transportation of goods from the source to the destination. In 2002, five ministries, namely Ministry of Commerce, Ministry of Finance, Ministry of industry, Ministry of Transport and Ministry of Foreign Affairs organized the workshop together for the first time to study the information and create a logistic plan of 5-10 years with the National Economic and Social Development Council (NESDB) as the host.

Thailand is also the center of land transportation in the ASEAN region, because Thailand has a geographical advantage in contacting many neighboring countries, such as Myanmar, Laos, Cambodia and can also be a distribution center and change the mode of transportation (Choopak, 2018). However, Thailand has been still facing with many problems of logistics such as a shortage of logistics personnel which is an important force in driving the country's economy, reducing logistics costs and creating added value for Thai businesses. The trend of demand for logistics personal in Thailand has continually and rapidly increased since 2005, with an increase in demand from 236,000 people to 319,000, which was an increase of 83,000. Logistic business approximately needs 17,000 people per year. People at the operational level are the most desirable while people at the managerial level

and the planning level should have skills in supply chain management, international business, English language and information technology capabilities. The Office of the Higher Education Commission recognizes the need for logistics personnel development. The Office of the Higher Education Commission has therefore announced the standard of logistics curriculum in 4 professional fields since 2009, namely 1) Warehouse operators 2) Inventory controller 3) Road freight management executives and 4) Cargo forklift operators with a size of not more than 10 tons. Department of Skill Development and Thai Logistics and Production Society (TLAPS) jointly created "National Skill Standards for Logistics" aiming to raise the standards of personnel in the logistics industry to be equal and able to work together with the personnel of the country.

In 2015, Thailand became a part of the Asean Economics Community (AEC) together with 9 other ASEAN countries including Indonesia, Malaysia, Philippines, Singapore, Brunei, Vietnam, Lao, Myanmar and Cambodia. It resulted that people from all members of the AEC are able to enter the business in the logistics industry in Thailand more freely. College of Logistics and Supply Chain, Suan Sunandha Rajabhat University recognizes its duties as an academic unit. The college has professors and academic staff who have the knowledge and skills in logistics and can develop logistics personnel driving the major force of business under the era of the ASEAN Economic Community. The College collaborated with Institute of research and development to establish a standard logistic labour skills testing center in 2016 providing the training and being an examination center for both academic theory and practical examinations. Additionally, the center produce personnel in warehouse operators and inventory controller.

OBJECTIVE

There are three main objectives of the research. The first one is to collect and analyse the needs of the clients taking the service from standard logistic labour skills testing center, Suan Sunandha Rajabhat University. The second one is to survey the clients satisfaction in management system of standard logistic labour skills testing center through knowledge management approach of college of logistics and supply chain, Suan Sunandha Rajabhat University. The last one is to develop the working and management process in providing the service of standard logistic labour skills testing center through exchanging and learning of college of logistics and supply chain, Suan Sunandha Rajabhat University. Additionally, in a study of this research is to develop guidelines for the management of standard logistic labour skills testing center of college of logistics and supply chain, Suan Sunandha Rajabhat University. The study applied the concept of management functions in 4 aspects: planning, organizing, leading and controlling. In addition, resource management such as human resource, Finance and Budgeting, property and facilities (Materials) and management were also applied in the study (Kinicki & Williams, 2006, p. 4).

METHODOLOGY

We applied the mixed research conducting between the qualitative and quantitative approaches. Quantitative approach is the systematic empirical investigation of observable phenomena via statistical, mathematical, or computational techniques. The objective of this approach is to develop and employ mathematical models, theories, and hypotheses pertaining to phenomena. The process of measurement is central to quantitative research because it provides the fundamental connection between empirical observation and mathematical expression of quantitative relationships (Treewai & Chootrakool, 2018) .

Quantitative approach was employed to explore the satisfaction of clients taking a service such as training or examination to the standard logistic labour skills testing center. The semi-structured questionnaires were used as a tool of quantitative approach. To use semi-structured, it needs to ensure that the design of the questionnaire would generate clients and that would assist in answering the questions (Treewai, 2017). Population of the research is the client taking any service form the standard logistic labour skills testing center. The sample of population was calculated by using Taro Yamane (Yamane, 1973) formula with 95% confidence level. After calculated the sample size by substituting the numbers into the Yamane formula, the numbers of sample is approximately 400 clients. Questionnaire was used as the research instrument. The questionnaire consists of 4 parts. The questionnaire consists of open-ended question, check-list question and five point Likert scale and is divided into 4 parts as follows: 1) The first part of the questionnaire is the demographic information of the clients. Queries about personal information are sex, age, education level, occupation and monthly income as check-list

questions. 2) The second part of the questionnaire is the questions on behavior and expectation of clients. For this part also use check-list questions. 3) In the third part of the questionnaire is the questions on clients overall satisfaction in five parts, namely center service, service fee, accessing to the center, employee service and other facilities using five point Likert scale with questionnaire. 4) In the fourth part of the questionnaire is the questions on clients satisfaction for each parts of Part 3). 5) This part includes comments and suggestions.

Qualitative approach used in this research was case study as a research strategy to determine the direction in developing the standard logistic labour skills testing centre. According to Robson (2002), he defines case study as a strategy for doing research which involves an empirical investigation of a particular contemporary phenomenon within its real life context using multiple sources of evidence. Content analysis was used to analyse for the qualitative data. In-depth interviews were the data collection tool of qualitative approach offering the gathering of data through face-to-face interaction. Interviewers can also allow for any non-verbal clues such as posture, gestures, voice intonation, facial expression, and eye contact, which can all, be analysed (May, 1993). Key informants or stakeholders for the in-depth interviews included representatives from administrators, employees and clients. The open-ended questions for the interview consist of four parts as following 1) Participation in the center 2) Guidelines for management system developing of the center 3) Benefits and impacts from the management system development of the center 4) Suggestions in improvement on the center service.

RESULTS

The study of the guidelines for management development of standards logistic labour skill testing center has been a mixed methodology between the qualitative and quantitative approaches. Descriptive statistics and content analysis were analysed for quantitative and qualitative approaches, respectively.

The results for the qualitative approaches are as follows all key informants participated in the center, for example representatives and administrators entered to be members of executive board of the center. The center has been managed by the Executive Committee. With the duty to manage and coordinate with various internal and external units, this executive committee consists of 30 people including the president, vice president, secretary, treasurer, public relations and other members. For the clients, they always were invited to be part of activities or events of the center. The main clients of the center are 1) Students from other universities studying in the logistics course or other relating ones 2) Labourers from enterprises or factories or relevancy businesses 3) those people who want to gain knowledge about labour skill training. Therefore, the benefit of the center directly received is the income from all clients. The impact of the center is the noise from the surrounding environment, for example students talking in the neighboring area. In addition, the center should adjust the landscape and the atmosphere of the center making it more spacious and present. For quantitative approaches, the profile of respondents is illustrated in Table 1.

Table 1
Profile of respondents

| Profile | Frequency | Percentage |
|---|-----------|------------|
| Sex | | |
| Male | 162 | 40.5% |
| Female | 238 | 59.5% |
| Age | | |
| <20 | 28 | 7.0% |
| 20-30 | 162 | 40.5% |
| 31-40 | 60 | 15.0% |
| 41-50 | 75 | 18.8% |
| 51-60 | 43 | 10.7% |
| >60 | 32 | 8.0% |
| Education Level | | |
| Primary School / Secondary School | 20 | 5.0% |
| Vocational Certificate/ High Vocational Certificate | 32 | 8.0% |
| Bachelor Degree | 216 | 54.0% |
| Master Degree or higher | 132 | 33.0% |

| Profile | Frequency | Percentage |
|---|-----------|------------|
| Occupation | | |
| Pupil/ Student | 60 | 15.0% |
| Government officials / State enterprise employees | 78 | 19.5% |
| Employees | 124 | 31.0% |
| Merchants | 105 | 26.3% |
| Personal Business | 21 | 5.2% |
| Others | 12 | 3% |
| Monthly Income | | |
| < 10,000 Baths | 49 | 12.2% |
| 10,000-20,000 Baths | 76 | 19.0% |
| 20,001-30,000 Baths | 94 | 23.5% |
| 30,001-40,000 Baths | 52 | 13.0% |
| 40,001-50,000 Baths | 76 | 19.0% |
| >50,000 Baths | 53 | 13.3% |

For behavior and expectation, most respondents (89.3%) came to the center for the first time and the rest (10.7%) used to come to the center at least once. Respondents came with their enterprises at 56.0%, with their friends at 38.5% and others at 5.5%. Most respondents used personal cars at 59.0%. Respondents chose to take a service or training or testing at the center because the center has logistics professionals in theoretical and practical (68.8%) and the center is convenient which is not far from Bangkok (27.0%). Additionally, 66.8% of respondents knew the center from internet or website or social media. From participation in activities of the center, respondents were impressed by those activities as following: 1) the safety of occupational health and environment (53%) 2) counting and sorting of products (24.5%) 3) counting and packaging of products (16.3%) and 4) lifting up and down of products (6.2%). From questioning, almost all of respondents (83.5%) would like to take a service at the center again and 90.8% of respondents would like to introduce the center to others.

The study of overall satisfaction of clients to the standards logistic labour skill testing center are showed in Table 2. For each individual satisfaction of Table 2, the results are presented in Table 3.

Table 2
Satisfaction on center service

| Service of Center | Mean | SD | Ranking |
|----------------------------|------|-----|---------|
| 1. Center service | 3.92 | .37 | 1 |
| 2. Service fee | 3.78 | .43 | 2 |
| 3. Accessing to the center | 3.49 | .53 | 5 |
| 4. Employee service | 3.78 | .45 | 3 |
| 5. Other facilities | 3.59 | .42 | 4 |
| Overall | 3.73 | .31 | |

The hypothesis testing of respondents for the satisfaction to guidelines in developing the standard logistic labour skills testing center showed that there were no statistically significant difference between different factors of profile such as sex, age, education level, occupation and monthly income (p value > 0.05).

Table 3

Satisfaction on each individual service

| Service of Center | Mean | SD | Satisfaction Level |
|--|------|-----|--------------------|
| 1. Center service: nice landscape | 4.30 | .72 | Very good |
| 2. Service fee: fee 500 baths | 3.87 | .92 | Good |
| 3. Accessing to the center: Clear center sign on road | 3.70 | .74 | Good |
| 4. Employee service: general service of center | 4.33 | .76 | Very good |
| 5. Other facilities: Public relation on medias | 4.22 | .78 | Very good |

CONCLUSION AND FUTURE WORK

As presented in the previous section, the research could be concluded that the sample of quantitative approach conducted 400 samples while the reliability of Cronbach's Alpha coefficient was 0.896. The overall satisfaction at the high level (3.73) and the individual satisfaction were center service (3.92), service fee (3.78), employee service (3.78), other facilities (3.59) and accessing to the center (3.49), respectively. The hypothesis testing of clients for the satisfaction to guidelines in developing the standard logistic labour skills testing center showed that there were no statistically significant difference between different factors of profile such as sex, age, education level, occupation and monthly income (p value > 0.05). To determine the direction in developing the standard logistic labour skills testing center, the indept-interviewing was used in the qualitative approach conducting stake holders of the center, which are representatives from administrators, employees and clients. The suggestion is to adjust the landscape and the atmosphere of the center. For the future work, we could investigate the rate of coming back of respondents to take any service from the center.

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