ENHANCING THE SKILLS AND WORK EFFICIENCY OF SECRETARIES IN THE DIGITAL ERA

Atcharapun Daiporn[1] and Ganchanit Kosolwatthana[2]
[1,2]Faculty of Humanities and Social Sciences, Suan Sunandha Rajabhat University, Bangkok, Thailand
E-Mail: [1]atcharapun.da@ssru.ac.th, [2]ganchanit.ko@ssru.ac.th

ABSTRACT

Abstract—The research on Enhancing the Skills and Work Efficiency of Secretaries in the Digital Era aimed to develop guidelines for applying information technology to secretarial work and enhancing the effectiveness of secretarial management. The sample group of this study was 46 secretaries of Suan Sunandha Rajabhat University, using purposive sampling. The data was gathered by using the questionnaire, and the statistics for data analysis were percentage, mean ($\bar{x}$), and standard deviation (S.D.).

The findings revealed that all 46 respondents to the questionnaire, aimed at improving the skills and work efficiency of secretaries in the digital era, were females (100.00%), with 28 individuals (60.87%) aged between 21 and 30 years old. Among the respondents, 18 persons (39.13%) were aged 31–40 years; 24 persons (52.17%) attained a bachelor's degree; 22 persons (47.83%) held a master's degree; and 31 persons (67.39%) had 0–5 years of work experience. 6–10 years of work experience total: 5 persons (10.87%) 11–15 years of work experience total: 6 persons (13.04%); 16–20 years of work experience total: 4 persons (8.70%); worked for the president total: 3 persons (6.52%); and worked for each executive total: 1 person (2.17%).

The overall rating for the program "Enhancing the Skills and Work Efficiency of Secretaries in the Digital Era" was high, with a mean score of 3.71 and a standard deviation of 0.7069. Most of them emphasized the use of Google Drive to assist in collecting and disseminating information within the group/project ($\bar{x}$ = 4.20, S.D. = 0.4573), the use of Google Meet to facilitate internal group/project meetings ($\bar{x}$ = 4.07, S.D. = 0.2523), and the use of Google Forms to collect information within the group/project ($\bar{x}$ = 3.87, S.D. = 0.7454).

Keywords—Efficiency, Secretary, Skill

OBJECTIVES OF THE RESEARCH

1. To identify strategies for developing the skills and performance of secretaries in the digital era.

2. To improve the overall effectiveness of administrative support functions for the specific department and the university.

INTRODUCTION

The nature of secretarial work in the digital era has changed and evolved to meet the demands of technological transformation and current organizational needs, utilizing digital technology in the following ways: 1. document management, planning, and tracking: to ensure convenience and rapid access; 2. online meeting management: including the preparation of documents and presentation files in digital format, recording, and preparing meeting minutes/reports; 3. data management and analysis; 4. communication management; 5. cross-time and cross-location coordination: including multi-site team management; 6. Learning and Developing New Essential Work Skills; and 7. Organizational Digital Image Management: By preparing data or content for public relations media via social media, such as Facebook and TikTok. Therefore, the necessary skills for secretarial work in the digital era include 1. technological proficiency (to manage the changing scope of work); 2. flexibility and continuous learning (due to the rapid pace of technological change); and 3. problem-solving abilities (improvisational): to manage new situations.

This is because the secretary in the digital era is not merely a supporter of the executive but also a key leader in data and technology management within the organization, crucial for creating a strategic advantage and enhancing work efficiency. Suan Sunandha Rajabhat University (SSRU) has set the vision "A leader in producing professionals for sustainable society development for its transition into the SSRU Smart Digital University in the future. Therefore, the researcher intends to collect and analyze data to find ways to develop the skills and work efficiency of secretaries in the digital era to further enhance the effectiveness of secretarial work management for the department and the university.

RESEARCH METHODOLOGY

Population and Sample Group

The population for the study on Enhancing the Skills and Work Efficiency of Secretaries in the Digital Era is the staff of Suan Sunandha Rajabhat University.

The sample group for the study on Enhancing the Skills and Work Efficiency of Secretaries in the Digital Era is the staff of Suan Sunandha Rajabhat University who perform secretarial duties, totaling 46 people.

Research Method

The study on Enhancing the Skills and Work Efficiency of Secretaries in the Digital Era is a qualitative research study. Data was collected using a questionnaire, which was divided into 2 parts:

Part 1: General Information of the Respondents, consisting of gender, age, education level, years of secretarial experience, and affiliation.

Part 2: Enhancing the Skills and Work Efficiency of Secretaries in the Digital Era,

consisting of 10 items.

The survey utilized a 5-level rating scale (Likert scale) as follows, where the scores reflect the level of applying information technology:

5 – Highest
4 – High
3 – Moderate
2 – Low
1 – Lowest

Location

The location used for the study and data collection is Suan Sunandha Rajabhat University.

Duration

The time period used for the study and data collection is between March and August 2568 (2025).

Data Analysis

The statistics used for data analysis are the percentage (%), mean ($\bar{x}$), and standard deviation (S.D.). The criteria set by John W. Best were used for measurement as follows:

4.51 – 5.00   Highest

3.51 – 4.50   High

2.51 – 3.50   Moderate

1.51 – 2.50   Low

1.00 – 1.50   Lowest

RESULT

The results of the study on Enhancing the Skills and Work Efficiency of Secretaries in the Digital Era were as follows;

Part 1: General Information of the Respondents, consisting of gender, age, education level, and years of secretarial experience.

Table 1 Number and Percentage of General Information – Gender

Gender	Number	Percentage
Male	0	0.00
Female	46	100.00
Total	**46**	**100.00**

Table 2 Number and Percentage of General Information – Age

Age	Number	Percentage
21 – 30 years old	28	60.87
31 – 40 years old	18	39.13
41 – 50 years old	0	0.00
51 – 60 years old	0	0.00
Total	**46**	**100.00**

Table 3 Number and Percentage of General Information – Education Level

Education Level	Number	Percentage
Bachelor's Degree	24	52.17
Master's Degree	22	47.83
Doctoral Degree	0	0.00
Other	0	0.00
Total	**46**	**100.00**

Table 4 Number and Percentage of General Information – Years of Secretarial Experience

Years of Secretarial Experience	Number	Percentage
0 – 5 years	31	67.39
6 – 10 years	5	10.87
11 – 15 years	6	13.04
16 – 20 years	4	8.70
21 – 25 years	0	0.00
26 – 30 years	0	0.00
31 – 35 years	0	0.00
36 – 40 years	0	0.00
Total	**46**	**100.00**

Table 5 Number and Percentage of General Information – Affiliation

Affiliation	Number	Percentage
1. Chairman of the University Council	1	2.17
2. President	3	6.52
3. Advisor to the President for Office Affairs	1	2.17
4. Vice President for Administration	1	2.17
5. Vice President for Academic Affairs	1	2.17
6. Vice President for Planning and Quality Assurance	1	2.17
7. Vice President for Student Affairs	1	2.17
8. Vice President for Research and Development	1	2.17
9. Vice President for Nakhon Pathom Campus	1	2.17

Affiliation	Number	Percentage
10. Assistant to the President for Academic Affairs	1	2.17
11. Assistant to the President for Student Affairs	1	2.17
12. Assistant to the President for Special Affairs	1	2.17
13. Assistant to the President for International Affairs	1	2.17
14. Assistant to the President for Organizational Communication	1	2.17
15. Faculty of Education	1	2.17
16. Faculty of Science and Technology	1	2.17
17. Faculty of Management Sciences	1	2.17
18. Faculty of Engineering and Industrial Technology	1	2.17
19. Faculty of Fine and Applied Arts	1	2.17
20. Graduate School	1	2.17
21. College of Innovation and Management	1	2.17
22. College of Nursing and Health	1	2.17
23. College of Allied Health Sciences	1	2.17
24. College of Logistics and Supply Chain	1	2.17
25. College of Architecture	1	2.17
26. College of Hospitality Industry Management	1	2.17
27. College of Communication Arts	1	2.17
28. College of Politics and Government	1	2.17
29. Faculty of Law	1	2.17
30. Office of the President	1	2.17
31. Academic Resources and Information Technology	1	2.17
32. Office of Arts and Culture	1	2.17
33. Institute of Research and Development	1	2.17
34. Office of General Education and Innovative Electronic Learning	1	2.17
35. Bureau of Assets and Income	1	2.17
36. Language Institute	1	2.17
37. Internal Audit Unit	1	2.17
38. Demonstration School	1	2.17
39. Nakhon Pathom Campus	1	2.17
40. Samut Songkhram Education Center	1	2.17
41. Udonthani Education Center	1	2.17
42. Ranong Education Center	1	2.17
43. Health Promotion and Development Institute for Aging Society	1	2.17
44. International Education Center	1	2.17

Affiliation	Number	Percentage
Total	**46**	**100.00**

Part 2: Enhancing the Skills and Work Efficiency of Secretaries in the Digital Era, consisting of 10 items.

Table 6 Mean (x̄) and Standard Deviation (S.D.) of the Level of Enhancing the Skills and Work Efficiency of Secretaries in the Digital Era

Enhancing the Skills and Work Efficiency of Secretaries in the Digital Era	Level of Enhancing the Skills and Work Efficiency of Secretaries in the Digital Era		
	Mean (x̄)	Standard Deviation (S.D.)	Interpretation (Level)
The Gemini program is utilized to assist in scheduling tasks in Google Calendar.	3.48	0.8153	Moderate
The ChatGPT program is utilized to assist in analyzing and/or verifying task details.	3.59	0.8367	High
The Canva program is utilized to assist in designing presentation media and/or public relations media.	3.65	0.8300	High
The Canva AI program is utilized to assist in adding features/effects to presentation media and/or public relations media.	3.57	0.8391	High
The CapCut program is utilized to assist in editing public relations video clips.	3.46	0.6927	Moderate
The Google Drive program is utilized to assist in collecting and/or disseminating information within the group/project.	4.20	0.4573	High
The Google Document program is utilized to assist in managing information within the group/project.	3.54	0.7850	High
The Google Sheet program is utilized to assist in managing data within the group/project.	3.72	0.8153	High
The Google Meet program is utilized to assist in holding meetings within the group/project.	4.07	0.2523	High
The Google Form program is utilized to assist in collecting data within the group/project.	3.87	0.7454	High
Total	**3.71**	**0.7069**	**High**

The research findings revealed that the secretaries who responded to the questionnaire on the development of skills and work efficiency in the digital era rated the overall level as high (x̄ = 3.71, S.D. = 0.7069). The majority placed high importance on: The utilization of the Google Drive program to assist in collecting and/or disseminating information within the group/project

($\bar{\mathrm{x}} = 4.20$, S.D. $= 0.4573$). The utilization of the Google Meet program to assist in holding meetings within the group/project ($\bar{\mathrm{x}} = 4.07$, S.D. $= 0.2523$). The utilization of the Google Form program to assist in collecting data within the group/project ($\bar{\mathrm{x}} = 3.87$, S.D. $= 0.7454$).

The findings were relevant to the research of Srecharoen, N., & Sommanawat, K. (2020). *The Appropriate Competencies of Executive Secretary, College of Logistics and Supply Chain, Suan Sunandha Rajabhat University*, revealed that the appropriate competency for an executive secretary is "Empathy" and the appropriate competency development area for an executive secretary is "Dedication".

ACKNOWLEDGEMENT

REFERENCE

[1] Aree Nukulkij. *Development of Potential for High-Level Executive Secretaries of the Ministry of Public Health using the Workshop Method*. General Affairs Division, Office of the Permanent Secretary, Ministry of Public Health.

[2] EuroMaTech Training & Management Consultancy. *Top 10 Duties of a Secretary – What is Secretarial Work?*. Retrieved from https://www.euromatech.com/articles/top-10-duties-of-a-secretary-that-everyone-must-know/

[3] Jobsdb. *Stepping into the role of a Secretary*. Retrieved from https://th.jobsdb.com/th/career-advice/role/secretary

[4] Michael Page Singapore. *What it Takes to Be a Successful Secretary*. Retrieved from https://www.michaelpage.com.sg/advice/career-advice/career-progression/what-it-takes-be-successful-secretary

[5] Nachita Hirunpicha. (2018). *Executive's View on the Competencies of Secretarial Staff at Rajamangala University of Technology Thanyaburi*. General Affairs Division, Rajamangala University of Technology Thanyaburi.

[6] Narumon Srecharoen and Komson Sommanawat. (2020). *The Appropriate Competencies of Executive Secretary, College of Logistics and Supply Chain, Suan Sunandha Rajabhat University*. College of Logistics and Supply Chain Suan Sunandha Rajahat University.

[7] Supatcha Somprasong. (2022). *Staff Development for the Executive Secretariat Section to Enhance Work Efficiency: A Case Study of the Central Administration Office*. Judicial Civil Servants College, Judicial Training Institute for Civil Servants of the Courts of Justice.