

EFFICIENCY AND EFFECTIVENESS OF ADMINISTRATIVE AND ARCHIVE OPERATIONS

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ABSTRACT

In modern offices in any campus, the calls for efficiency and effectiveness of administrative and archive operations are a must. High or low level of customer satisfaction is clearly and directly related to ability of staff in the office. The purposes of this research were to search for any vital factors that lead to the efficiency and effectiveness of modern office management, especially in administrative and archive operations as well as to offer some practical suggestions to achieve the best practices in Thailand. The population of this research includes all faculty members and staff members at Suan Sunandha Rajabhat university and about 200 samples were collected by using a random probability sampling method. Both quantitative and qualitative analysis were utilized to reach the findings. Effectiveness can be measured by the completion of the project on schedule, but efficiency can be measured completion of the project with minimum use of resources.

Keywords: Efficiency, Effectiveness, Administrative

INTRODUCTION

The efficiency and effectiveness of administrative staff in the higher education organization are important for sustainable success in the new normal globalization [1]. These two definitions are often confused in the meanings and many times are misunderstood. In order to ensure good understanding, it is important to define the meaning of these two important definitions and it will be used throughout the paper [2]. On the one hand, efficiency refers to the ability of the staff to finish their work with the least cost, time, and resources. Therefore, to reach efficiency means to use minimum resources [3]. In some cases, if the goal is to choose the least damaging to our asset, the best strategy might be choosing the one that causes the least damage to gain efficiency. On the other hand, effectiveness refers to the ability to finish work and project as planned. Effectiveness means to reach the goal or finish the task as planned on the Grant chart. This means finishing the task on time is the most important priority for effectiveness, whereas, to use the least resources is the most important priority for efficiency [4].

For the job of the archive administrative staff, efficiency and effectiveness are important and need to be paid heed [5]. For example, the assignment is to finish the formal report for the university on the deadline, then, the ability to finish the report and have a slag time to review and correct any mistakes is effective [6]. Whereas, to finish the formal report with less mistakes

at the beginning and without wasting time and papers to print out for the mistakes and correction is efficient [7].

OBJECTIVES

1. The first objective of this study was to investigate the level of importance of factors that contribute to the success of the organization that results from effectiveness and efficiency factors.
2. The second objective of this study was to examine the impacts of effectiveness and efficiency factors.

METHODOLOGY

The severe competition in globalization implies that effective and efficient management is crucial to success and be able to sustain the success in the long run [8]. The same is true for the education industry all over the world. In fact, modern offices in any department of any campus in Thailand, the calls for efficiency and effectiveness of administrative and archive operations are a must [9]. The key to success is to gain the highest customer satisfaction. High or low level of customer satisfaction, from many studies, is clearly and directly related to the ability of staff in the office [10]. The purposes of this research were to search for any vital factors that lead to the efficiency and effectiveness of modern office management, especially in administrative and archive operations as well as to offer some practical suggestions to achieve the best practices in Thailand [11]. To reach the objective of study, the main study areas are in many departments of the campus and population of this research includes all faculty members and staff members at Suan Sunandha Rajabhat university and about 200 samples were collected by using a random probability sampling method. A mixed method of both quantitative and qualitative research method and analysis were utilized to reach the findings [12].

The sample for this study consisted of 200 respondents who were working for Suan Sunandha Rajabhat University in Bangkok, Thailand during summer of 2013. The campus in Bangkok was chosen as a main area of study because it provided good demographic in which a variety of samples, male or female, could be obtained. In fact, the sample size of 400 respondents was determined by Taro Yamane table with a 0.05 level of significance [13]. Since there were inadequate resources as well as limited time, about 200 respondents were sufficient to reach the findings for this study. The plan for data collation was conducted via an open questionnaire to elicit respondents' answers and opinions [14]. For each questionnaire, it was designed for three parts to data collection [15]. Part one was about the demographic information of the respondents such as gender, education year, faculty, income, and so forth. Part two was about the level of importance in each factor that contributed to the success of organizations and part three was about free space to write about comments and suggestions. In order to improve the validity of each question in the questionnaire, it is necessary to test again and again with the using Item-Objective Congruency or IOC index [16]. Also, 20 real samples of respondents were tested in advance to search for important ways to improve the questionnaire to obtain an acceptable Cronbach Alpha Coefficient of more than 0.70 for each question. If not, the question would be redesigned and test it again.

RESULTS

From many previous studies, there are many factors contributing to the success of offices in higher education organizations. However, eight of these factors were selected to match the context of the education industry and accepted by most academic and experts. The first factor on the list is “The routine practice and protocol of office management”. This factor is important because routine means regular practice so that everyone in the office knows exactly what to do and what to behave. It creates a standard of practice. If there is a routine with high standards in the office, it will soon become the high standard of practice. The protocol allows everyone to understand the decision-making process in every situation and a new normal situation which makes it easier for them to follow and to expect the consequences. Routine is work that is repeated. This allows a good process or standard approach to work and gets predictable and standard results. In other words, an effective routine can help reduce stress among employees which can lead to better mental health and more time to relax. It is certain that effective routines affect productivity of workers and emotional well-being and energy.

Table 1
Level of Importance

<i>Factors</i>	<i>Mean</i>	<i>S.D.</i>	<i>Rank</i>
1.The routine practice and protocol of office management	3.84	.91	1
2.The organization culture, expectation from employees and business practice	3.81	.67	2
3.Clearly define assignment and responsibility for each individual	3.45	.68	3
4. Communication process that focus on two-ways and open channel	3.25	.83	4
5. The regular feedback from team members and customers	3.19	.88	5
6. Allow real participation in goal setting and determination of success	3.12	.87	6
7. The reward system links to the performance of each team member	3.11	.81	7
8.The relationship between team members and its tightness	3.10	.94	8
All categories	3.36	.82	

The second factor on the list is “The organization culture and expectations from employees and business practices”. There are many benefits of a strong organizational culture. An organizational culture can be defined as a proper way to behave within the organization. It is shared beliefs and value established by all team members office and reinforced by many different activities. It enhances productivity and employee wellbeing and creates strong brand loyalty of the organization. Normally, the employees who can accept the organization often be able to stay with the organization for the long-term with higher satisfaction than employees who cannot accept the organization culture. Organizational culture makes it clear and

distinctive in any office to follow. For example, if the organizational culture works late when there is an important project and every team member has to stay late to help. Therefore, it is an expectation that everyone in the office will know and be forced to follow easier than rules and regulations of the office.

The third factor on the list is “Clearly defined assignment and responsibility for each team member”. It is a function performed by some member in the specific situation. Therefore, individuals must learn to understand, respect, and value the unique contribution of each team member and be able to recognize that the overall success of the office is a function of shared responsibility and ownership of work, assignment, and responsibility. This factor is important and helps to measure the success of each individual team member. The clearly defined job duties, assignments, and responsibility are a must. Then, it is very easy to evaluate and find the weak link in the organization and be able to repair the weak link to be a strong link.

The fourth factor on the list is “The communication process that focus on two-ways and open channels”. Effective communication requires team members to be clear and complete in what they are trying to express. Successful communication helps to understand people and situations and helps to overcome diversity as well as building trust and respect among team members. This is extremely important since without proper communication, there will be a lot of misunderstandings, noises, and conflicts. Two ways communication allows order from the top level of management to employees and employees have a voice of concern and opinions to travel both sides. In fact, feedback allows the improvement to be made as soon as possible.

The fifth factor on the list is “Regular feedback from team members and customer. In general, feedback often provides positive criticism among team members and customers in order to improve the focus of work and results. Feedback from team members is critical when there are big projects to be done together. It will help to find the cause of the problem faster and exactly at the real cause of the problem. The sixth factor on the list is “Allow real participation in goal setting and determination of success.” This means that team members have a chance to participate in goal setting and are willing to do everything to reach the goal. Team members also help to define the success of the office in daily, weekly, monthly, and yearly. Helping to create goals means they must be able to help to create plans and activities to achieve all the goals. The seventh factor on the list is “The reward system links to the performance of team members”. The reward system is the best source of motivation. It is necessary to design the reward system to directly pay off the hard-working employees and the achievement of the particular employee. The eighth factor on the list is “The relationship among team members and its tightness”. The relationship implies the level of cooperation among team members. Loose relationships are easy to break in time of conflicts, hard work, and high stress jobs.

The first factor on the list is “The routine practice and protocol of office management” was rated as the number one of importance with the mean of 3.84 and standard deviation of 0.91. The second on the list is “The organization culture, expectations from employees and business practice” was rate as the number two of importance with the mean of 3.81 and standard deviation of 0.67. The third on the list is “Cleary defined assignment and responsibility for each individual” was rate as the number three of importance with the mean of 3.45 and standard deviation of 0.68. The fourth on the list is “Communication process that focus on two-ways and open channel” as the number four of importance with the mean of 3.25 and standard

deviation of .83. The fifth on the list is “Regular feedback from team members and customers” as the number five of importance with the mean of 3.19 and standard deviation of 0.88. The sixth on the list is “Allow participation in goal setting and determination of vision” as the number six of importance with the mean of 3.12 and standard deviation of 0.87. The seventh on the list is “The reward system links to the performance of each team member” as the number seven of importance with the mean of 3.11 and standard deviation of 0.81. Finally, the Eighth on the list is “The relationship among team members and their closeness” as the number eight of importance with the mean of 3.10 and standard deviation of 0.94. Finally, the overall means of these eight factors was 3.62 with the standard deviation of .82. In other words, the eight factors can be considered as important and necessary for the success of office management.

CONCLUSION

To be able to manage the office effectively, it is important for the manager to set clear goals and measurable goals to the staff in a daily, weekly, monthly, and yearly manner. For the goal measurement, it is important to have both qualitative and quantitative methods and criteria whenever possible. For office managers, communicating daily and weekly to update each other is very important since the information often changes and has an impact on every decision-making process. In addition, the feedback loop is needed to feed every member of staff and all employees. Regular feedback is significant to good communication and understanding among employees. Without good and regular communication, it will guarantee failure of lack of information, misinformation, and poor judgement as well as poor decision-making process. In fact, the success of office management depends on many different skills that office managers must have to be both effective and efficient.

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