

**INVOLVEMENT OF ACADEMIC STAFF AND SUPPORT STAFF IN
DEVELOPING FIVE-YEAR STRATEGIC AND ACTION PLAN OF
COLLEGE OF LOGISTICS AND SUPPLY CHAIN, SUAN SUNANDHA
RAJABHAT UNIVERSITY.**

**Kannika Sripanamvan * & Waraporn Wimuktalop **
& Bhuk Kiranantawat *****

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

E-Mail: kannika.sr@ssru.ac.th* waraporn.wi@ssru.ac.th** bhuk.ki@ssru.ac.th ***

ABSTRACT

The objective of this research was to study the involvement of academic and support staff in developing 5-year strategic and action plan of College of Logistics and Supply Chain. The population of this research was 60 academic and supporting staff members. The result of this research showed that knowledge and understanding of the 5-year strategic and action plan of College of Logistics and Supply Chain has the mean of 4.06 and the standard deviation (S.D.) of 0.71 in which the mean is the lowest. It can be concluded that the personnel lack the understanding of the strategic plan. However, the personnel have a high level of understanding that the strategic plan will help increase the efficiency of work performance. In terms of involvement in decision-making of academic and support staff; overall, it is high with the mean of 4.13 and the S.D. of 0.81. The majority of personnel attended the meetings of 5-year strategic and action planning, and participated in 5-year strategic and action planning and implementation of five-year strategic and action plan. In terms of implementation of five-year strategic and operation planning of academic staff and supporting staff; overall, it is high with the mean of 4.12 and the S.D. of 0.72. The personnel's involvement in the activities and projects involving the 5-year strategic and action plan is at a high level. However, the involvement in selecting committee for the activities and projects involving five-year strategic and operation plan is at a low level. In terms of benefits received; overall, it is high with the mean of 4.18 and the S.D. of 0.81. 5-year strategic and action plan meets the needs of the personnel and is in line with the strategy, mission, vision, policy and objectives of organizing activities and projects. In terms of evaluation, the personnel were highly involved. Overall, there is a high level of involvement with the mean of 4.23 and the S.D. of 0.78. Involvement in feedback giving on activities and projects, and involvement in monitoring results and problems arising from implementation of 5-year strategic and action plan are high.

Keywords: involvement in strategic planning, involvement of academic and supporting staff

INTRODUCTION

According to Suan Sunandha Rajabhat University's policy in allocating the university's income budget for budget checking and transparent budget management, a committee was appointed by the university's council to reform the university's budget and financial management system. The Budget Bureau established the Budget Management Regulation 2005 which enforces management of the national budget. This is significant in terms of delegation of responsibility of managing government budget to government agencies, using electronic systems as work tools in the budget process, and adjusting budget allocation methods in government agencies. This can help improve operational efficiency, and create a strategic plan, direction and mission which are in line with the vision and goal of the organization. A good strategic plan must be established according to the vision of the organization [1]. It is a product of the collective ideas of members of organization in which this vision is defined as where the organization aspires to be. Moreover, this vision can be transformed into concrete objectives and measured. In this regard, the organization can use the strategic plan as a framework for evaluating the annual budget. In addition, the organization can also use the strategic plan as a framework for the action plan which can help determining the annual budget.

Involvement is defined as a group of people participating in the activity which encourages group think and decision-making, determining the direction of organization growth, and following the action plan, resulting in mutual benefits [2]. Organization involvement affects organization growth and network because it allows the participants to express their opinions resulting in organizational pride. Involvement is part of organizational management. Personnel opinions and ideas are accepted and used in organizational development [3]. Participants need to act on their opinions which will be beneficial to the organization. Therefore, organization involvement is an important part of developing organization to achieve its goals [4]. This is consistent with the research of Wichitra Srisorn & Wimon Nampong [5] titled 'Public Participation in Community Police Activities and Public Relations Of Na Din Dam Police Station, Muang District, Loei'. From the research, it was found that in the participation of activities regarding problem analysis, community need identification and action planning, people place importance on activities that affect their lives and property, are interested and aware of the problems of the community and understand the process of community operation and development activities. However, the participation level in monitoring and evaluation activities was low because some people think that crime prevention and suppression activities are risky and they are not safe for people to participate in. They also perceive that crime prevention and suppression is the primary duty of the police department. Regarding monitoring and evaluation, most people think that they lack knowledge in this matter and see it as a job of the relevant government or local administration.

College of Logistics and Supply Chain is a faculty under Suan Sunandha Rajabhat University. It follows the university's strategic planning policy and disseminates it to the administrative team and academic and support personnel in order to create a college policy in line with the university. In developing a strategic plan, understanding academic personnel helps increase effectiveness of the implementation of the strategic plan by the college. Therefore, in this research, emphasis is placed on the involvement of academic personnel in developing a 5-year strategic plan College of Logistics and Supply Chain. This helps the college to have operational direction, allow academic personnel to carrying out the organization mission in the same direction, and increase effectiveness and efficiency in the organization.

OBJECTIVE

The objective of this research is to study the involvement of academic and support staff in developing five-year strategic and action plan of College of Logistics and Supply Chain.

METHODOLOGY

Population and Sample Groups

This research was conducted using quantitative method. The population of this research is 60 academic and support staff of College of Logistics and Supply Chain, Suan Sunandha Rajabhat University.

Research Tools

A questionnaire was used in this research for collecting data from academic and support staff. The questionnaire was divided into 3 parts. The first part of the questionnaire is questions concerning general information of the respondents. The second part is 20 questions regarding attitude of the service receivers toward the service providers. The third part is open-ended questions. Likert (Rating Scale) [6] was used in the questionnaire and 5 levels of responses were provided: highest, high, medium, low and lowest.

Data Collection

Primary Data

Primary data was collected using a questionnaire. 60 sets of questionnaire were used to gather data at College of Logistics and Supply Chain for 60days.

Secondary Data

Secondary data was collected from documents, relevant articles, newspapers, relevant research and academic journals.

DATA ANALYSIS

Descriptive analysis was employed. SPSS (Statistical Package for Social Science) program was used to process and analyze the data collect from questionnaires according to the hypothesis.

RESULTS

From the analysis, the findings were the following:

1. From Part 1 of the questionnaire concerning general information, it was found that the samples were 23 males, accounting for 38.33% and 37 females, accounting for 61.67%. 36 people fall into the age range of 31-60 years, accounting for 60%. 43 people have a master's degree, representing 71.66%. 38 people have 4-6 years of work experience, representing 63.33%.

2. From Part 2 of the questionnaire regarding involvement of academic and support staff in developing a 5- year strategic and action plan of College of Logistics and Supply Chain, Suan Sunandha Rajabhat University, the following results were found:

The overall knowledge and understanding of the 5-year strategic and action plan of academic and support staff is at the highest level with the mean = 4.06 and S.D. = 0.71. When each factor was analyzed, in operational knowledge and skills, the sub-factor of understanding strategic plan leading to the work efficiency and achievement is at the highest

level with the mean = 4.38 and S.D. The sub-factor of knowledge and understanding of the 5-year strategic action plan of academic and support staff is at the lowest level with the mean = 3.90 and S.D = 0.80.

The overall involvement of decision making of academic and support staff in developing the 5-year strategic and action plan is at a high level with the mean = 4.13 and SD = 0.81. Involvement of staff in 5-year strategic and action planning meetings has the mean of 4.18. Involvement in provision of information in developing the 5-year strategic and action plan has the mean of 4.15. Involvement in project discussion for the 5-year strategic plan has the mean of 4.13. Involvement in problem identification for project amelioration has the mean of 4.10. Involvement in project planning for the development of a strategic plan has the mean of 4.08.

The overall involvement of academic and support staff in the implementation of the 5-year strategic and action plan is at a high level with the mean = 4.12 and S.D. = 0.72. Involvement of staff in activities and projects for the 5-year strategic and action plan has the mean = 4.47. Involvement in public relations activities and projects for the 5-year strategic and action plan has the mean = 4.30. Involvement in creating rules for implementing activities and projects for the 5-year strategic and action plan has the mean = 4.27. Involvement in implementing activities and projects for the 5-year strategic and action plan has the mean = 4.20. Involvement in selecting the project committee for the 5-year strategic and action plan has the mean = 3.37.

The overall benefits received by academic and support staff in developing the 5-year strategic and action plan at a high level with the mean = 4.18 and S.D. = 0.81. The 5-year strategic and action plan aiding the implementation of activities and projects resulting in the achievement of organizational goals has the mean = 4.25. Increase in knowledge of the 5-year strategic and action plan when the activities and projects relevant to the plan are implemented has the mean = 4.25

The overall involvement of academic and support staff in the evaluation of the development of the 5 year strategic and action plan has the mean = 4.23 and S.D. = 0.78. Feedback giving on activities and projects to improve the 5-year strategic and action planning has the mean = 4.28. Involvement in the evaluation of activities and projects to develop the 5-year strategic action plan has the mean = 4.22. Involvement in monitoring the results, problems and obstacles arising from the implementation of activities and projects to improve the 5-year strategic and action planning has the mean = 4.18.

DISCUSSION

Knowledge and Understanding about the 5-Year Strategic Plan and Annual Action Plan

From the results, it revealed that the personnel lack the knowledge and understanding of the 5-year strategic and action plan. It was mainly construed that the 5-year strategic and action plan clearly define work scope, cover all aspects of college development and help increase work performance.

Decision Making

In decision making, it was found that involvement in project planning in developing a personnel strategic plan and involvement in problem identification to develop projects suitable for personnel are at a medium level. Involvement of staff in 5-year strategic and action planning meetings, involvement in provision of information in developing the 5-year strategic and action plan and involvement in project discussion for the 5-year strategic plan are at a high level.

Implementation

In implementation, it showed that involvement in selecting the project committee for the 5-year strategic and action plan is at a medium level. Involvement in implementing activities and projects for the 5-year strategic and action plan is at a high level. Involvement of staff in activities and projects for the 5-year strategic and action plan, involvement in public relations activities and projects for the 5-year strategic and action plan and involvement in creating rules for implementing activities and projects for the 5-year strategic and action plan are at the highest level.

Benefits

In benefit received, it indicated 5-year strategic and action plan, meeting the needs of the personnel is at a high level. The strategy, mission, vision and policy being in line with the needs and objectives of organizing activities and projects is at the highest level.

Evaluation

In evaluation, it showed that involvement in monitoring the results, problems and obstacles arising from the implementation of activities and projects to improve the 5-year strategic and action planning is at a high level. Involvement in feedback giving on activities and projects to improve the 5-year strategic and action planning, and involvement in the evaluation of activities and projects to develop the 5-year strategic action plan are at the highest level.

CONCLUSION AND FUTURE WORKING

1. Other research tools such as interviews should be used in addition to questionnaires in order to obtain qualitative data.
2. Further research should be done on the development of the 5-year strategic and action plan focusing on the needs of students.
3. Further research on involvement of all personnel in the organization should be conducted to ensure that every staff member in the organization play a part in strategy making.

ACKNOWLEDGMENT

This research was funded by Research and Development Institute of Suan Sunandha Rajabhat University under the program 'Routine to Research' (R2R) for the fiscal year 2019. I would like to thank the Suan Sunandha Rajabhat University for their support in this research. I would also like to thank the academic and support staff of College of Logistics and Supply Chain for their kind cooperation in answering the questionnaires and Miss Waraporn Wimukthalop for her advice and guidance which helped make this research a success.

REFERENCE

- [1] Somdej Saphamrung. 2010. How did he write the strategic plan?. Retrieved from <http://somkuansub.files.wordpress.com/2010/12/>
- [2] United Nation. 1975. *Popular Participation in Decision Making for Development*. United Nation Publication, New York.

- [3] Sirichai Kanchanawati et al. 2010. *Implementing Strategic Plan*. Chulalongkorn University Press, Bangkok.
- [4] Sanya Kenapoom. 2008. *Success of Community Enterprises in the 4 Mekong Border Provinces*. Doctorate thesis Valayalongkorn Rajabhat University, Bangkok, Thailand.
- [5] Wichitra Srisorn & Wimon Nampong .2017. Public Participation in Community Police Activities and Public relations Of Na Din Dam Police Station, Mueang District, Loei. Suan Sunandha Rajabhat University. *Journal of Research and Development Loei Rajabhat University*. 12(40). pp 53-63.
- [6] Rensis Likert. 1967. The Method of Constructing and Attitude Scale. In Reading in Fishbein, M (Ed.), *Attitude Theory and Measurement* (pp. 90-95).