

POSITIVE ATTITUDES AND PRODUCTIVITY IMPROVEMENT OF STAFF

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ABSTRACT

The exigencies of higher education and high level of global competitiveness confirm the importance of positive attitudes and productivity improvement of staff as an important way to enhance the effectiveness of the organizations. Positive attitude is the way to get the job done and motivates other to do the same and results in high productivity improvement. Most of Thai universities expect the staff members to improve their productivity as one of the most important agendas. Staff members of Suan Sunandha Rajabhat University are required to join many trainings developments to ensure that they have sufficient competitiveness and become valued members of campus. The objectives of this research were to investigate the relationship between positive attitudes and productivity of staff improvement from many departments of Suan Sunandha Rajabhat University and what could be the guidelines to empower staff members to improve their productivity to the higher level. This survey study was a mixed research method of both quantitative and qualitative research study. By using quantitative method, the researcher conducted an interview with 200 staff members. Statistical analysis of this research was performed by utilizing SPSS program. Percentage, mean, and standard deviation were used for generated proper findings. The result of this investigation revealed that the majority of staff members had a very high level of productivity improvement which related to their positive attitudes about working conditions, rewards, job satisfaction, and remunerations. There were five suggestions from this study to promote positive attitude in workplace. First is to have a corporate culture showing respect to each other. Second is to create an enthusiasm in everyday job duty. Third is to promote creativity and innovative ideas. Fourth is to be helpful to each other. Fifth is to create a positive atmosphere and positive working environment.

Keywords: Positive Attitudes, Productivity Improvement, Relationship, Positive Environment

Introduction

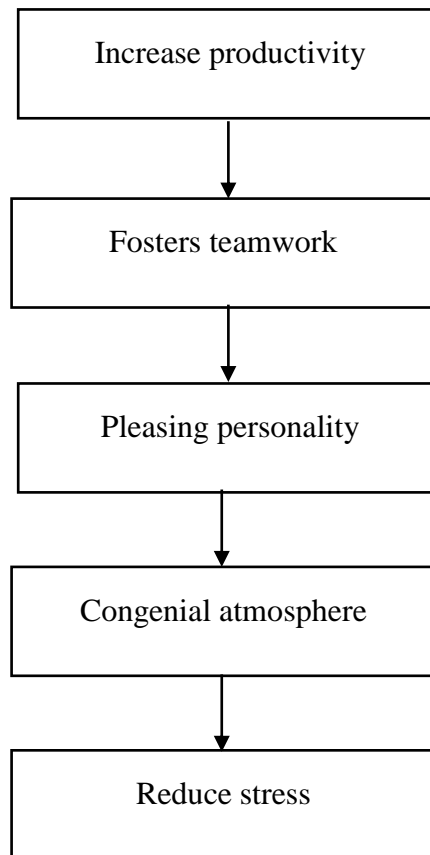
The concept of positive attitude is considered as important key of business success for every individual in the organization. Many experts in modern business all agree that positive attitude plays a very important and necessary role for achieving success. Many situations, it is more important factors of education, money, knowledge, skills, and talents. Positive attitude can be trained and evaluated both in short term and long term. There are three primarily factors that determine our attitude. They are environment, experience, and education. The environment is probably the most important factors which include home, school, workplace, media, religion, culture, social and political environment and so forth. The experience in our daily life can help us make an adjustment to our attitude both positive and negative. Finally, education both formal and informal helps to improve the quality of attitude to be more success in both personal life and business life.

Research Methodology

The objectives of this research were to investigate the relationship between positive attitudes and productivity of staff improvement from many departments of Suan Sunandha Rajabhat University and what could be the guidelines to empower staff members to improve their productivity to the higher level. This survey study was a mixed research method of both quantitative and qualitative research study. By using quantitative method, the researcher conducted an interview with 200 staff members. Statistical analysis of this research was

performed by utilizing SPSS program. Percentage, mean, and standard deviation were used for generated proper findings.

Fig 1. Five important results of positive attitude



Findings

The result of this study and investigation revealed that the majority of staff members had a very high level of productivity improvement which related to their positive attitudes about working conditions, rewards, job satisfaction, and remunerations. There were five important suggestions from this research study to promote and enhance positive attitude in workplace by providing a training course directly to all staff. First, it is important to have a corporate culture showing respect to each other. Second, it is important to create an enthusiasm in everyday job duty. Third, it is important to promote creativity and innovative ideas. Fourth, it is important to be helpful to each other. Fifth, it is important to create a positive atmosphere and positive working environment on a daily basis.

Moreover, there are six important steps in building positive attitude in the office. First, it is important to change the focus and looking for the positive. This means to train the staff to focus on positive in life and workplace. For example, it is better to looking for the solution of the problems rather than to looking for who is to blame. Second, it is important to making a habit of doing it now, not later. Staff should be encouraged to do important work on schedule and do it now. The problem of procrastination must be ridded of as soon as possible. The completed task with high standard of quality is fulfilling and energizing while the incomplete task drain the energy of the staff and everyone in the organization. If we want to build and maintain a positive attitude, get into the habit of living the present moment and do it now.

Third, it is important to developing an attitude and gratitude. To train the staff to focus on appreciating, not complaining is one of the best positive attitude. Fourth, it is important to understand the value of getting into a continuous education program. Better education and better training helps to improve positive attitude and improve better quality of work and increase productivity. Fourth, it is important for staff to have a high self-esteem. Self-esteem is how we feel about ourselves. If we love ourselves and feel good about ourselves, we will love and feel good about other people, especially our customers. Finally, the most important one is to stay away from negative attitude and negative people. People with negative attitude often blame every things on the world, the boss, the family, and the media. They often blame everyone, but themselves. It is a wise suggestion to stay away from the negative attitudes and negative people and try to hold firm to your positive attitude and positive environment.

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