# VITALITY OF TRAINING AND EVALUATION PROCESS

#### Mr. Jarunpan Sahanawin and Asst. Prof. Dr. Sirilak Ketchaya

Suan Sunandha Rajabhat University, Bangkok, Thailand E-mail: \*jarunpan.sa@ssru.ac.th, \*\*sirilak.ke@ssru.ac.th

#### ABSTRACT

It is vital for university system in Thailand to consider to revitalize the training and evaluation process. In general, training session is often considered a chance for improvement for students, however, it is done with a cost to the management of the university. However, with nowadays high technology, the big class training sessions may effective of teaching and learning. In fact, there are pros and cons of big training programs. The main focuses of this study were to provide the analysis of both pros and cons of big class training programs and its evaluation and assessment process from the perspectives of academicians and higher education policy makers, and professors in various universities as well as to provide some important suggestions. This was a qualitative research with the objective to provide the findings of an in-depth interview from three major perspectives namely: trainers, trainees, and higher education policy makers. Each group would consist of 5 individuals and each group would participate in a small focus group to explain their insight information and valuable comments. Contextual description analysis was used to provide the findings for this study. Both primary and secondary information are significant for the analysis. The finding of the study included there were different pros and cons for both big training classes. However, the effectiveness of big class depended on the specific objective of the training programs. It is an acceptable fact that modern technology helps to save costs of training programs with mass audiences. With the use of new application software, the assessment process can be more accurate with high speed and lower costs.

Keyword: Assessment, Training Programs, Effectiveness, Evaluation Process

#### Introduction

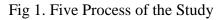
Modern organizations of higher education around the world are increasingly demanding in regarding effective training and evaluation process and its cost and time justification, and to the associated achievement obligation. Workplace training and evaluation process relate to the development of skill-behavior such as general and specific knowledge, skill, and behavior. In fact, the hours of training have been increasing in the modern world organization all over the world. Many successful organization often reported that training is their number one priority for their employee's improvement and engagement. The gain from training and better evaluation process will benefits both employees and employers. In a nutshell, workplace training and proper evaluation process is very popular human resources development and enhancement which benefits employees directly. In practice, there are more and more pressures in the introduction of better and more effective training in many universities all over Thailand. It is important to understand the relationship between the effective training indicators in order to enhance the quality and effectiveness of the university training at present and in the near future. However, many papers suggested that there is a direct positive relationship between level of satisfaction of the trainers and effectiveness of the training programs offered by the organization. Satisfaction with training can be measured in terms of satisfaction with the overall training offered by the university and not regarding a specific training process, topic, or materials. Therefore, the assessment of satisfaction with training covered different employee's expectations and needs at different levels of their professional cycle. In fact, training is important for all employees to support their integration during their career.

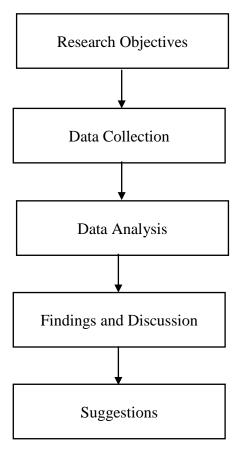
It is necessary and vital for university system in Thailand to seriously consider to revitalize the training and evaluation process for a better results of training program. In general, training session must be focused and considered as a chance for improvement both knowledges and skills for students, however, it is done with costs and times to the management of the university. However, with nowadays high technology, the big class training sessions may be

effective of teaching and learning. In fact, there are pros and cons of big training programs and its evaluation process.

## **Research Methodology**

There are five process of conducting the study: research objectives, data collection, data analysis, findings & discussion, and suggestions. The main focuses of this investigation were to provide the analysis of both pros and cons of big class training programs and its evaluation and assessment process from many different forms of perspectives, such as academicians and higher education policy makers, and professors in various universities as well as to provide some important suggestions. This study utilized mainly a qualitative research with the objective to provide the findings of an in-depth interview from three major perspectives namely: trainers, trainees, and higher education policy makers. Each sample group would consist of 5 individuals and each group would participate in a small focus group to explain their insight information and valuable comments. Moreover, contextual description analysis was employed to obtain the findings for this study. Both primary and secondary data and information are extremely significant for the analysis.





	Mean	S.D.	Rank
Factors			
1. Low Cost	3.82	0.98	1
2. Save Time	3.78	0.97	2
3. Mass Audiences	3.66	0.78	3
4. High level of Technology	3.54	0.86	4
5. High Speed Training	3.42	0.81	5

From table 1, the respondents had rated the five importance of big training class with its means and standard deviation. The respondents had rated "Low Cost" as the number one of importance of big training class with the mean of 3.82 and standard deviation of 0.98. The respondents had rated "Save Time" as the number two of importance of big training class with the mean of 3.78 and standard deviation of 0.97. The respondents had rated "Mass Audiences" as the number three of importance of big training class with the mean of 3.66 and standard deviation of 0.78. The respondents had rated "High level of Technology" as the number one of importance of big training class with the mean of 3.54 and standard deviation of 0.86. Finally, the respondents had rated "High Speed Training" as the number five of importance of big training class with the mean of 3.42 and standard deviation of 0.81.

The finding of the study included there were different pros and cons for big training classes. However, the effectiveness of big class depended on the specific objective of the training programs. It is an acceptable fact that modern technology or high speed computer programs help to save costs of training programs with mass audiences. With the use of new application software, the assessment process can be more accurate with high speed and lower costs. There are also some disadvantages of using big class training such as huge investment in information and computer technology, less attention to each individual trainee, and problem of effective evaluation process.

#### Acknowledgement

I would like to thank Institution of Research and Development, Suan Sunandha Rajabhat University for their financial support. The big thanks also go to the respondents of this survey for their time and their kind sharing of knowledge, experience, and comments. Also, my appreciation goes to Asst. Prof. Dr. Kevin Wongleedee, Director of Institute of Lifelong Learning Promotion and Creativity, for his proof reading of this manuscript.

### References

- Bitner, M (1987). "Contextual Cues and Consumer Satisfaction: The Role of Physical Surroundings and Employee Behaviours in Service Settings. Unpublished Doctoral Dissertation, University of Washington.
- Cardozo, R. (1965). "An experimental Study of Customer Effort, Expectation, and Satisfaction", Journal of Marketing Research, 2(8), 244-249.

- Forman (1986), The impact of purchase decision confidence on the process of consumer satisfaction/dissatisfaction. Unpublished Ph.D. Dissertation, Knoxville: The University of Tennessee. Cited in Peyton, R.M., Pitts, S., and Kamery, H.R. (2003). "Consumer Satisfaction/Dissatisfaction (CS/D): A Review of the Literature Prior to the 1990s", Proceedings of the Academy of Organizational Culture, Communication and Conflict. Vol. 7(2).
- Halil Nadiri and Kashif Hussain (2005), "Diagnosing the Zone of Tolerance for Hotel Services", Managing Service Quality, Vol.15, 3, p.261.
- Hengpoom Panruthai (2019) Sport Tourist Spending Behavior in Thailand. Proceedings of ICBTS 2019 Amsterdam.
- Malivan Anong & Ketchaya Sirilak (2019) Behaviors and Attitudes of Students in Computer Labs

Trainings. The ICBTS 2019 London.

- Sintang Aukkadetch & Ketchaya Sirilak (2019). Vital Ways of Satisfaction Measurement for Students in Campus. The ICBTS 2019 London
- Terry G. Vavra (1997). Improving Your Measurement of Customer Satisfaction: A Guide to Conducting, Analyzing, and Reporting Customer Satisfaction Measurement Programs. Americal Society for Qualit. pp. 44-60. 118
- Tapsai Chalermpol & Rakbumrung Wilailuk (2019). Solving Unknown Word Problems in Natural Language Processing. Proceeding of ICBTS 2019 Amsterdam.
- Vavra, T.G. (1997). Improving your measurement of customer satisfaction: a guide to creating, conducting, analysing, and reporting customer satisfaction measurement programs, American Society for Qualit. p.42.
- Wongleedee, Kevin (2017). "Customer Satisfaction in the Airline Industry: Comparison Between Low-cost and Full Service Airlines" Suan Sunandha Rajabhat University, Actual Problems of Economics.Scientific Economic Journal. No 1 (187) 2017.
- Wongleedee, Kevin (2016). "Factors Influencing Revisit Intentions of International Tourists: ACase of Bangkok, Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (182) 2016.
- Wongleedee, Kevin (2016). Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: the Case of Thai Airways-Domestic'' Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.
- Wongleedee, Kevin (2016). Important Motivation Factors for Foreign Reinvestment in Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (180) 2016.
- Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: the Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.
- Yoo, D.K. & Park, J.A. (2007). Perceived service quality Analyzing relationships among employees, customers, and financial performance. International Journal of Quality & Reliability Management, 21(9): pp.908-926.