This file has been cleaned of potential threats.

If you confirm that the file is coming from a trusted source, you can send the following SHA-256 hash value to your admin for the original file.

ef035d18f23dba03104e12a31b4401f962d3e42888ea23d028a9713fb125fa60

To view the reconstructed contents, please SCROLL DOWN to next page.

TRAINERS AND COMPETENCY

Miss Waraporn Naraprasertwong & Asst. Prof. Dr. Sirilak Ketchaya

Suan Sunandha Rajabhat University, Bangkok, Thailand

E-mail: *waraporn.na@ssru.ac.th, **sirilak.ke@ssru.ac.th

ABSTRACT

Competency based leaning and training is one of the best approaches to focus on learning concreate skills and learning is extremely fine-grained. With a fast move of modern information technology, it is vital for trainers in every department of Suan Sunandha Rajabhat University to use information technology tools and software effectively to boost up the productivity and better decision making. The effective communication tools must include these feature speed, privacy, security, powerful, ease of use, specific feature, and closed team specific. To be successful, trainers need a constant trainings. The main purposes of this study were to examine the level of competency of each trainer and how to be better trainer in the future. This study employed mainly qualitative research technique in order to provide answers for the research questions and research objectives. About twenty trainers were randomly selected to conduct an in-depth interview to obtain more insight information of their competency. The findings unveiled that these twenty trainers have high level of competency and have possessed the strong basic skills and understand for training sessions as well as evaluation process and assessment. The competency based learning is the system of instruction, assessment, grading, and academic reporting that are based on the progress of the students to show that they can demonstrating that they have learn the knowledge and skills that they are expected to learn and to know according to the outline learning. Students are more inspired to overcome obstacle of learning with proper strategies.

Keyword: Trainers, Communication Tools, Assessment, Competency

Introduction

Trainer competency is increasingly important for modern business. A competency model is a framework for defining the skills and knowledge requirement for the job. It is an important collection of fundamental competencies that designed for successful job performance. Moreover, the competencies assessment often help form the basis training program and topics, learning contents. In the model, there are at least six essential determinants qualities for successful training program: the vast and deep knowledge of business and industry, the ability to assess the needs of trainees, clear and strong communication skills, lifelong learning and active learning, innovative thinking skills, and focus on efficiency and effectiveness of the training program. Trainers are required to understand and responsible for developing track of knowledge and skills of a particular organization and workforce. It is important to ensure that the organization has a workforce that meet with the demand of modern industry and globalization as well as be able to deliver both products and services that meet current customers' needs.

Competency based leaning and training is one of the most popular method in the modern world of business and training areas and it is also one of the best approaches to focus on learning concreate skills and learning is extremely fine-grained. Surely with a fast move of modern information technology, it is both necessary and important for trainers in every office and every department of Suan Sunandha Rajabhat University to deploy and utilize information technology tools and software effectively to boost up the productivity and better decision making. The effective and strong communication tools must include these feature speed, privacy, security, powerful, ease of use, specific feature, and closed team specific. To be efficient, effective, and successful, trainers need a constant and updated trainings. Therefore,

the researcher is interested in studying the topic of trainers and competency to provide information about this area for further study.

Research Methodology

One of the major goals of Suan Sunandha Rajabhat Univeristy is to design and develop better training programs for all students, staff, and faculty members. In order to have many high quality training programs, it is important to overhaul the quality of trainers and its assessment programs. The main purposes of this study were to examine the level of competency of each trainer of Suan Sunandha Rajabhte University, and how to be better trainer in the future. This research study employed mainly qualitative research technique in order to provide answers for the research questions and research objectives. About twenty trainers were randomly selected to conduct an in-depth interview and using a method of focus group to obtain more insight information of their competency and their comments about better training programs.

Research Problem/Data Collection Data Analyzing/Conclusion **Findings** Discussion Reporting

Fig. 1 the Process of Research

Findings

The findings of this research study revealed that, in order to reduce the gender effects of the trainers in the sample group, male and female trainers have been collected in the same proportion, or 50:50 respectively. The majority had 5 to 10 of training experiences. The majority of respondents were interested in providing information and willing to provide insight information of what skills and knowledge requirement to be effective trainers. From table 1, it shows that in ten skills and knowledge areas that meet modern concept of best trainers.

Table 1. Ten skills and knowledge requirements for better trainers

Skills and knowledges	Percentage (%)
1. Communication skills	95
2. People skills	90
3. Assessment skills	85
4. Industry specific knowledge	85
5. Business specific knowledge	80
6. Innovative thinking skills	80
7. Games and entertain skills	75
8. Computer skills	65
9. Outdoor skills	65
10. General knowledge	60

From the in-depth interview, the twenty trainers helped to rate the skills and knowledge that required for trainers to be effective and better one. The respondents of the focus group rated "Communication skills" as the number one with 95 percent votes. The respondents of the focus group rated "People skills" as the number two with 90 percent votes. The respondents of the focus group rated "Assessment skills" as the number three with 85 percent votes. The respondents of the focus group rated "Industry specific knowledge" as the number four with 85 percent votes. The respondents of the focus group rated "Business specific knowledge" as the number five with 80 percent votes. The respondents of the focus group rated "Innovative thinking skills" as the number six with 80 percent votes. The respondents of the focus group rated "Game and entertain skills" as the number seven with 75 percent votes. The respondents of the focus group rated "Computer skills" as the number eight with 65 percent votes. The respondents of the focus group rated "Outdoor skills" as the number nine with 65 percent votes. Finally, the respondents of the focus group rated "General knowledge" as the number ten with 60 percent votes.

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

Atkinson, A. (1988). Answering the eternal question: What does the Customer Want? The Cornell Hotel and Restaurant Administration Quarterly, 29(2): pp.12-14.116

Arunruang Anothai & Ketchaya Sirilak (2019). Satisfaction of Graduate Students in Computer Training Programs. The ICBTS 2019 London.

Barbara Everitt Bryant & Claes Fornell (2005). "American Customer Satisfaction Index, Methodology", Report: April, 2005.123

Barsky, J.D. (1992). Customer Satisfaction in the Hotel Industry: Meaning and Measurement. Hospitality Research Journal, 16(1): pp.51-73.

- Chuenkrut Warong & Achayuthakan Piyada (2019) The Efficiency of Using a Class Timetable Management Database System, Faculty of Science and Technology, Suan Sunandha Rajabhat University. Proceeding of ICBTS 2019 Amsterdam.
- Jaisook Supaporn & Ketchaya Sirilak (2019). Satisfaction from Faculty Members' Perspectives. The ICBTS 2019 London.
- Kano, N., N. Seraku, et al (1996). "Must-be Quality and Attractive Quality". The Best on Quality. 7:
- Knutson, B. (1988). Frequent Travellers: Making them Happy and Bringing them Back. The Cornell Hotel and Restaurant Administration Quarterly. 29(1): pp. 83-87.
- Lee H., Lee Y., Yoo D. (2000). "The determinants of perceived quality and its relationship with satisfaction", Journal of Services Marketing, Vol.14, No.3.
- Phromkhuntong Sumittra & Satsananan Chinnawat (2019) The study on factors influencing the development follow-up process on performance report: A case study of office of the dean, faculty of science and technology, Suan Sunandha Rajabhat University. The ICBTS 2019 Amsterdam.
- Sintang Aukkadetch & Ketchaya Sirilak (2019). Vital Ways of Satisfaction Measurement for Students in Campus. The ICBTS 2019 London.
- Wongleedee, Kevin (2017). "Customer Satisfaction in the Airline Industry: Comparison Between Low-cost and Full Service Airlines" Suan Sunandha Rajabhat University, Actual Problemsof Economics. Scientific Economic Journal. No 1 (187) 2017.
- Wongleedee, Kevin (2016). "Factors Influencing Revisit Intentions of International Tourists: A Case 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)
- 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.
- Zeithaml, V.A. Berry, L.LO. and Parasuraman, A. (1993). "The nature and determinants of customer expectations of service", Journal of the Academy of Marketing Science, Vol.21 No.1, p.4.