

PRODUCTIVITY IMPROVEMENT IN CAMPUS: A CASE OF SUAN SUNANDHA RAJABHAT UNIVERSITY

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ABSTRACT

Productivity improvement means the ability to accomplish of a given task measured against preset known standards of accuracy, completeness, cost and speed. Productivity improvement is one of the most important goals for every office in university. It provides many kinds of benefits. Successful management of office of Suan Sunandha Rajabhat University often reflects the level of high productivity and achieving the goals. The objective of this research was to investigate the management factors and policies that affected the high level of productivity from the staff's perspectives. This was a quantitative research study which was conducted by interviewing with 200 staff who were the staff in various offices and who were affected by the management and policy of the office of Suan Sunandha Rajabhat University. Statistical analysis was performed by using SPSS program. Percentage, mean, and standard deviation were used for data analysis and results. The important result of this investigation revealed that the majority of staff had high productivity improvement because of management and policy. The list of factors affecting high productivity improvement included the rewards system, the regular trainings, effective communication, better teamwork, and upgraded of computer and its facilities. From the study, there were at least five important ways to measure and evaluate employee performance. First is to use graphic rating scales, such 10 represent the highest scale. Second is to a 360 degree feedback. Third is to use self-evaluation. Fourth is to checklist. Fifth is to use customers' feedback.

Keyword: Organization, Staff Members, Productivity Improvement, Decision Making in Campus

Introduction

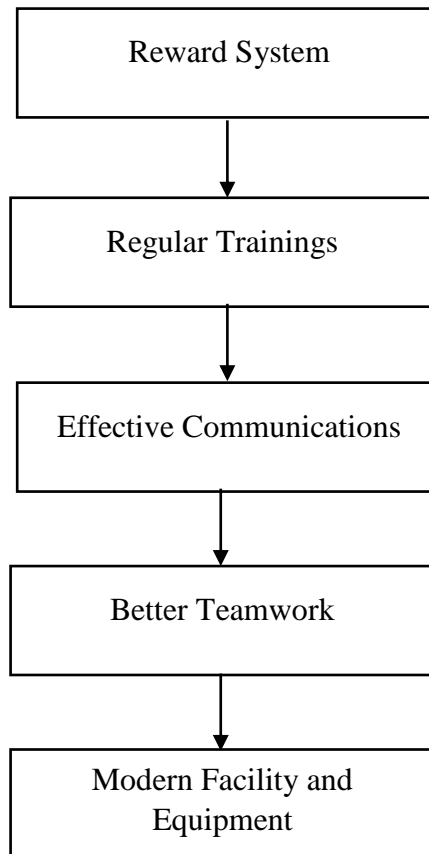
In the modern research of productivity development and improvement number of theoretical and many researches approaches have been tried to explain the concept. Many theories have been explained the concepts and ideas with the understanding from the perspectives of international management and business. It is often use the modern management model. According to the model, productivity can be measured by identifying many different factors such as leadership, teamwork, communication, management policy, working conditions, and so forth. The gaps between top management's expectation of productivity and their actual performance of each manager of their productivity in the organization is vital attention and personal service.

It is vital for this paper to identify important factor to enhance productivity of higher education in the modern university of Thailand. The research finding of this study can be implemented to create better strategy to improve productivity in campus of Thailand in a sustainable manner. The gist of many management theory of productivity improvement is based on the gap between the expectation and the real productivity. The bigger the gap implies the lower productivity and lower satisfaction of top level management. The smaller the gap implies the higher productivity and higher level of satisfaction from top management.

In other method, the concept and idea of productivity improvement can be explained as the ability to accomplish of a given task measured against preset known standards of accuracy, completeness, cost and speed. Certainly, productivity improvement is essential and be considered as one of the most important goals for every office in university. High productivity links to high profit and success and surely it can provide many kinds of benefits to all in the

organization. Therefore, successful management of office of Suan Sunandha Rajabhat University often reflects the level of high productivity and ability to achieving the goals. The five important factors for productivity improvement in the campus of Suan Sunandha Rajabhat University included the following factors: reward system, regular training, effective communications, better teamwork, and modern facility and equipment.

Fig 1. Five important factors for productivity improvement



Research Methodology

The main purpose of this research was to understanding the management factors and policies that affected the high level of productivity from the staff's perspectives by conducting a survey research. This was, in fact, a quantitative research study which was conducted by randomly interviewing with 200 staff who were the staff in various offices of Suan Sunandha Rajabhat University and who were affected by the management and policy of the office of Suan Sunandha Rajabhat University. Data collection was done by using questionnaire that was development for this study. Statistical analysis was performed by using SPSS program. Percentage, mean, and standard deviation were used for data analysis and obtain findings.

Findings

TABLE 1. IMPORTANCE OF FACTORS OF PRODUCTIVITY IMPROVEMENT

	Mean	S.D.	Rank
Factors			
1. Reward System	3.91	0.98	1
2. Regular Trainings	3.84	0.82	2
3. Effective Communication	3.55	0.78	3
4. Better Teamwork	3.43	0.83	4
5. Modern Facility and Equipment	3.28	0.81	5

From the table one, the respondents had rated the five important factors according to the means and standard deviation. First, the respondents rated “Reward System” as the number one in the rank with the mean of 3.91 and standard deviation of 0.98. Second, the respondents rated “Regular Training” as the number two in the rank with the mean of 3.84 and standard deviation of 0.82. Third, the respondents rated “Effective Communication” as the number three in the rank with the mean of 3.55 and standard deviation of 0.78. Fourth, the respondents rated “Better Teamwork” as the number four in the rank with the mean of 3.43 and standard deviation of 0.83. Finally, fifth, the respondents rated “Modern Facility and Equipment” as the number five in the rank with the mean of 3.28 and standard deviation of 0.81.

The findings of this investigation revealed that the majority of staff of the university main campus actually had high productivity improvement with current of management and policy. The vital factors affecting high productivity improvement included the rewards system, the regular trainings, effective communication, better teamwork, and upgraded of computer and its facilities. In addition, there were at least five important ways to measure and evaluate employee performance effectively. First is to use graphic rating scales, such 10 represent the highest scale. Second is to a method of 360 degree feedback. Third is to have an employee self-evaluation. Fourth is to provide checklist. Fifth is to use important method of customers’ feedback.

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