

# DEVELOPMENT OF ROLES AND RESPONSIBILITIES OF EXECUTIVE SECRETARIES IN EDUCATIONAL ORGANIZATIONS

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## ABSTRACT

Abstract— The purpose of this study was to study the perception of the meaningful work of executive secretary in educational organizations, and to study the problematic conditions of working as an executive secretary that affect the perception of the value of work, in case of Suan Sunandha Rajabhat University. This research was a qualitative research. The key informant used in this study was personnel who acted as executive secretaries at Suan Sunandha Rajabhat University in the amount of 5 people by collecting data by semi-structured interview method and using questions developed according to the question structure of Steger et al. (2012), the Work and Meaning Inventory (WAMI) assessment form. This research made the discovery that each person's perception of the meaningful work of being a personal secretary was different based on various factors that affected perceptions of the meaningful work of being an executive secretary. There was a total of 3 factors, namely the senior management factor, the progression factor and job security, and the balance between work and personal life factor. In this regard, the factor of senior management was considered an important factor and affected the perceived value of the meaningful work of being an executive secretary. Followed by the intrinsic motivation factor, was found that employees who act as personal secretaries of senior executives need to have passion for their work, responsibility and enthusiasm for work, and willingness to perform assigned tasks. In addition, this study also revealed problematic conditions of working as an executive secretary that affected the perceived value of meaningful work which various problems were obstacles that make employees who acted as executive secretaries did not recognize the value in the work.

Keywords— Educational organizations, Executive secretaries, Roles and responsibilities

## INTRODUCTION

At present, executives agree on the importance and necessity of having a knowledgeable secretary to assist in the work. Because executives have the burden of doing important tasks such as planning the operations of the organization, policy formulation of the organization for advancement and success, supervision and follow-up of the performance of the organization. So, executives need people with knowledge, ability and trust to help lighten the workload in various fields and help the operation go smoothly, quickly, accurately (Ammueang, 2022). Especially the secretary has a direct and indirect influence on the work of executives (Wiboonsiripong, 2006). It can be considered that the secretary is a person who is very important to make the work of the executive succeed or fail. Because the person who acts as a secretary must act to lighten the duties of various executives as assigned, so that executives have time to manage their work fully. The secretary also has to act as a receiver and informer of various policies and operations, especially in the absence of executives. The secretary must be able to perform the duties as appropriate without being ordered. This includes coordinating both within and outside the agency. A person acting as a secretary should have skills, knowledge and ability to perform all aspects of office work, especially at present, the secretary must have knowledge of information technology and be able to use computers as well as well as being a person with virtue ethics (Sriviboon, 2022). This will lead to cooperation in working with all personnel, so if any organization does not have a secretary. That organization will operate with difficulty and smoothly.

The occupational standard classification defines the characteristics of a secretary as an auditor and make a copy of the correspondence, minutes of meetings and other reports with a computer for sending and receiving documents via electronic document system, delivery of documents or correspondence by post, scheduling appointments, organizing meetings, including assisting in organizing meetings, supervise the organization of the document filing system, and respond to correspondence on behalf of the organization, company, related duties and to supervise other organizations to coordinate and facilitate the operations of supervisors or departments such

as printing and copying correspondence or documents according to orders, deliver documents, schedule appointments, prepare and arrange meetings, produce reports, file filing reports, various documents, may be responsible for statistical preparation and supervision of employee leave (Noppakhun, 1997; Jesadawan, 2000). Perform other related tasks and assigned by superiors.

However, the role of the secretary depending on the position of the executive policy of the organization and the executives themselves (Yam-uthai, 2015; Suriyamanee & Ammueang, 2022). If executives see the importance of a secretary who has the ability to work, appropriate personality, good attitude, able to do certain tasks without directing, and ready to work hard. Executives also trust and delegate responsibility to the secretary. There will be a job with a lot of responsibility, greater work and decision-making power, have the opportunity to show their talents, work comfortably and flexibly, so the secretary work will be successful. Because secretarial will work well and how comfortable, it depends on the management is an important part. It can be concluded that the secretary must know how to adapt to work in line with executives and learn how to work with executives. Follow up on the movements of the management as much as possible and assist in the work that should be done as much as possible in order to have a good working relationship with each other. If there is any problem, it can be more straightforward to talk about and make decisions on various tasks instead of correctly. The duties of the secretary are generally summarized into 4 tasks: Work on duty or routine work, Image creation work, Facilitation work and Executive personal work.

A study on the development of the roles and duties of the executive secretary Faculty of Management Sciences, Suan Sunandha Rajabhat University aims to study the perception of the meaningful work of executive secretary, and to study the problematic condition of working as an executive secretary that affects the perception of the value of meaningful work. The results of the study were able to bring information about the perception of value in the job (Meaningful Work) of being the executive secretary and the problematic conditions of working as the executive secretary that affects the perception of the value of the job. It is a guideline for the development of secretarial work. This will increase the efficiency of the executive secretary's performance in helping to direct and support the various missions of the executives so that they can perform their duties with ease, speed, accuracy and efficiency. There is an exchange of knowledge and experience in secretarial work and develop personality, have a good attitude towards secretarial work resulting in being able to work happily, build a network in the practice of executive secretaries and increase good motivation to work. It can be applied to other occupations or other positions that want to enhance awareness of valuable and meaningful work in the organization.

## LITERATURE REVIEWS

Related research was used to define the conceptual framework and research hypothesis. The research of Suriyamanee & Ammueang (2016) studied the development of a pilot model of the performance of the executive secretary unit: a case study of the executive secretary unit, Mahidol University. The results showed that the sample group had a consistent opinion that the core competencies of the department according to the university's educational guidelines, which consisted of adherence to virtue, having responsibility at work, teamwork, systematic planning, achievement-oriented and competency in the line of work. The components are knowledge, skills, personality, internal drive, opinions about oneself, understanding of others, job accuracy, flexibility, leniency and empowerment. It is of great importance to departments and executive secretaries. Nukulkit (2019) studied the potential development of the executive secretary of the Ministry of Public Health. The study used a workshop method to assess satisfaction with the course/speaker. project management. The benefits gained from the meeting was found that secretaries were satisfied in all topics at a very good level. The proposed topics were that wished to enhance their knowledge and skills in the subject matter about financial regulation, civil servant discipline, knowledge of English, computer knowledge, information technology knowledge, electronic archive regulations, government letter drafting and organizational commitment, etc. Yam-uthai (2015) studied the value of the job of being an executive secretary. The results showed that executive secretaries perceived the value in their work (Meaningful Work) at a high level by feeling proud of their work. Because the executive secretary is a person who works closely with the executives of the organization, honored and trusted by executives to take care of both personal and organizational matters. Factors that most affected the perceived value of the job of being an executive secretary is the management factor.

## METHODS

The population includes academic support personnel who perform duties in the position of executive secretary. of Suan Sunandha Rajabhat University, there were a total of 56 people. The research used qualitative and quantitative methods. Quantitative research uses questionnaires to collect data from a population. Qualitative research uses in-depth interviews with five key informants from the target population. The results obtained from each informant's assessment were used for in-depth discussions.

The data was analyzed using a semi-structured interview based on a set of questions developed from the Meaningful Work assessment questionnaire. Therefore, the tools used in this study consisting of 2 types to be able to collect data covering all objectives to be studied, namely:

1) The Work and Meaning Inventory (WAMI), developed by Michael F. Steger (2012), assesses three key areas of meaningful work: Greater good motivation, Positive Meaning, and Contribution to Meaning-Making, which is a closed-ended questionnaire with a total of 10 questions and is a rating scale with 5 options. According to opinions, there are options namely, the absolute true level gives 5 points, the quite realistic level gives 4 points, both true and untrue levels give 3 points, somewhat untrue give 2 points, and absolutely untrue give 1 point. The details of the question as follows:

1. I find my career valuable and meaningful.
2. I see my work as conducive to my progress in life.
3. My job is no different from other jobs.
4. I understand what my work means to my life.
5. I know what makes my work meaningful.
6. I know that my work makes a positive difference in the world.
7. My work helps me understand myself better.
8. I found a job that has the goals I want.
9. My work helps me understand things around me.
10. The work I do encourages me to achieve bigger goals.

2) Questions used in the interview, developed by theories, articles, and related research according to the question structure of the "The Work and Meaning Inventory (WAMI)" assessment questionnaire. Interview questions were prepared in advance to be used in a semi-structured interview based on the assessment scores of each informant. It will be used in in-depth interviews on each issue related to the perception of the value in the Meaningful Work of being an executive secretary in the future. The scope and issues to be used in the interview are defined as follows.

1. How does the executive secretary perceive the value in the work (Meaningful Work)?
2. What are the key factors that affect the perception of the meaningful work of being an executive secretary?
3. What is the problematic state of working as an executive secretary that affects the perception of the value of the work (Meaningful Work)?

## RESULTS

From the data collection, it was found that there was data saturation in the fifth informant, so the researcher discontinued the data collection. The results of the analysis of the perception of the value in the job of being an executive secretary (Meaningful Work) found that self-assessment using the 10-item "The Work and Meaning Inventory (WAMI)" developed by Michael F. Steger (2012) to express a preliminary level of opinion about perceived value in work (Meaningful Work) shows the results as in Table 1.

**Table 1**  
**Self-assessment Score about the Perception of Value in Work (Meaningful Work)**

Assessment Questions	Mean	S.D.
1. I discovered that my career was valuable and meaningful.	4.8	0.44
2. I see my work as conducive to my progress in life.	4	1

Assessment Questions	Mean	S.D.
3. My job is no different from any other job.	4	1
4. I understand what my work means to my life.	4.4	0.54
5. I know what makes my work meaningful.	4.4	0.54
6. I know my work has made a positive difference in the world.	1.2	2.44
7. My work helps me understand myself better.	4.2	0.83
8. I found a job that has the goals I want.	4.4	0.89
9. My work helps me understand things around me.	4.8	0.44
10. The work I do encourages me to achieve bigger goals.	3.8	1.09

From the self-assessment of all 5 informants using The Work and Meaning Inventory (WAMI), it can be seen that the items that received the highest average scores out of all were 2 questions, question 1 “I found out. that my career is valuable and meaningful” and question 9 “My work helps me understand things around me” with an average of 4.80 points. That is, working as an executive secretary led most of the informants to find the executive secretary career valuable and meaningful and being the executive secretary made me realize the value of understanding things around me more, both understanding the differences of people and society, and understanding of working in the organization. As for the item that received the second highest average score, there were 2 items that received the same score were Question 4, “I understand what my work means to my life,” and Question 5, “I know what makes my work meaningful,” were given a mean score of 4.4. That is the job of an executive secretary and made most of the informants understand what the job of executive secretary means to the lives of informants. Including the executive secretary knows exactly what makes an executive secretary job meaningful. As for the item that received the 3rd average score was the 7th question "My work helps me understand myself better" with an average of 4.2 points, that is, working as an executive secretary. This made most of the informants understand themselves better.

Moreover, an interview using the question structure of The Work and Meaning Inventory (WAMI) questionnaire found that each executive secretary had different perceptions of the meaningful work in each issue. This depends on the causes and factors that affect the perception of the value in the work (Meaningful Work), which the researcher will discuss in the next section.

## CONCLUSION AND FUTURE WORK

The results showed that the perception of the meaningful work of being a personal secretary varies from each person. It depends on various factors that affect the perception of the value in the work (Meaningful Work) of being an executive secretary. This study led to the discovery of new factors that have not been studied before. There are total of 3 factors, namely the senior management factor, progress and job security factor, and balance between work and personal life factor. However, the factors of senior management were considered an important factor and affects the perception of the value in the work (Meaningful Work) of being the executive secretary as it was the factor mentioned by the largest number of contributors. Because the secretary is the one who performs the duties closest to the top executives. Therefore, this factor affects the perception of the value of work quite a lot. Followed by the intrinsic motivation factor because employees who act as personal secretaries of senior management need to be passionate about their work, responsible and enthusiastic in work, have the intention and willingness to do the work assigned to the best. In addition, the intrinsic motivation factor was another important factor affecting the perceived value of work. Moreover, this study also reveals problematic conditions of working as an executive secretary that affect the perceived value of the job (Meaningful Work), such as problems with career path, delegate tasks of senior management, and lack of appreciation and praised by high-ranking executives, etc. The various problems are obstacles that make employees who act as executive secretaries do not recognize the value in their work.

Suggestions for further research should be a comparative study between groups classified by demographic factors and a study of factors affecting the performance of the executive secretary's roles and responsibilities. In addition, data may be collected in other forms such as Focus Group Discussion for informants to exchange attitudes, feelings, perceptions, behaviors and express opinions together in the group acting as executive secretary. in regards to the perceived value that is inherent in the job of being an executive secretary.

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