AN ANALYSIS OF FACTORS AFFECTING THE DISSEMINATION OF RESEARCH RESULTS AT THE NATIONAL LEVEL OF UNDERGRADUATE STUDENTS

Kanmanas Muensank, Somphoom Sawaengkun
Suan Sunandha Rajabhat University, 1-U-Thong Nok, Dusit, Bangkok, Thailand,
E-Mail: Kanmanas.mu@ssru.ac.th, Somphoom.sa@ssru.ac.th

ABSTRACT

Abstract— The purpose of this study was to study factors affecting the dissemination of research results at the national level of undergraduate students in case of the students of Faculty of Management Sciences, Suan Sunandha Rajabhat University. The study factors consisted of the topics/plots studied by the advisors, presentation stage and as part of the graduation of students. The sample used in this study was 100 students studying in the Faculty of Management Sciences. Data were collected by questionnaires and statistics used to analyze the data were percentage, mean, standard deviation. and multiple regression analysis. The results showed that the respondents' opinions on the factors affecting the dissemination of research results at the national level were the topics/substances that were studied and were part of graduation were at a very good level, and the advisors and presentation stages at good level which has overall opinions in all 4 aspects at a very good level. In addition, the results of the hypothesis test showed that factors affecting the dissemination of research results at the national level as a whole and each aspect were being a part of graduation and advisors had an effect on dissemination of research results at the national level in term of experience in attending national academic conferences. As for the factors that affect the dissemination of research results at the national level as a whole and each side were advisor and the study topics/substances had an effect on the dissemination of research results at the national level in terms of participation time (hours/times) with a statistical significance at the .01 level.

Keywords— Dissemination of research results, National level, Undergraduate students

INTRODUCTION

From an important policy of Suan Sunandha Rajabhat University, SSRU Next, which focuses on academic personnel to develop a new teaching and learning model in the 21st century by focusing on a mixed online teaching and learning model. The Department of Research Development and Academic Services Faculty of Management Sciences, Suan Sunandha Rajabhat University, has a policy to encourage and support faculty and students to conduct research continually, which is in line with Strategy 2, creating academic works to raise the level of local wisdom sustainably. This is to increase the capacity of faculty and students of the Faculty of Management Science in both theoretical research and practice and has sufficient potential to obtain capital both within and outside and outside the university (Khankham & Techarattanased, 2020). In this regard, the given topics must be developed from local needs and responding to the university's established strategy.

Research writing for publication is an important step after a research project because the stories that are written as reports or articles must be facts or knowledge that arises from collecting data through a systematic study and research method that is of a scientific nature. There is an organized systematic processing of ideas, thoughts are conveyed in clear, elegant writing can convey knowledge and understanding to readers in accordance with the objectives of the author of that report or article. It is very useful for researchers and general academics to be able to write and present their own research studies effectively and referring to the source of the information correctly in order to disseminate the work to be widely accepted by agencies and the public. Techniques for writing research results and academic articles for publication is therefore very important for researchers and general academics to be able to write and present their research studies effectively as well as referring to the source of the information correctly in order to disseminate the work to be widely accepted by agencies and the public.

Faculty of Management Science has opened educational opportunities in research for students in the Faculty of Management Science at the bachelor's degree level to have the opportunity to apply knowledge from the courses they have learned in business research and other subjects that relevant. Especially the subjects in the field that the

student is affiliated with by allowing students to conduct research and present their academic work at the national level. However, doing business research for degree students is new to students who have no previous research experience and in terms of the body of knowledge that is applied or used as a guideline for solving research problems and it is not as deep as the research work of students at the master's and doctoral levels. However, it was courtesy of the research advisor to provide additional knowledge and assisting students until their research is completed and their research results can be disseminated at the national level.

Therefore, the researcher foresees the importance and is interested in studying. "An analysis of factors affecting the dissemination of research results at the national level of students in the Faculty of Management Sciences, Suan Sunandha Rajabhat University". The objectives of this research were 1) To analyze factors affecting the dissemination of research results at the national level. of students in the Faculty of Management Sciences Suan Sunandha Rajabhat University and 2) To develop a training model for publishing research results in the future. The results of the study reveal facts that will lead to the development of management models to promote and support the guidelines for dissemination of research results of undergraduate students in the future.

LITERATURE REVIEWS

The importance of publishing academic articles is according to the terms of capital, qualifications of applicants for scholarships, requesting for academic titles and a condition for graduation. The process of preparing a research article for publication in the journal is something that the researcher must study in detail as follows:

1. Prepare a plan for publishing research results in journals in advance since planning the research and study the information of interested journals which the level of accreditation the journal meets the required criteria. The research topic and methodology are consistent with the guidelines of the desired journal. How much budget does it cost to apply for publication in the journal and subscription fee for the journal to plan the budget in advance.

2. When the research is completed, the articles should be prepared for publication in accordance with the guidelines set by the journal you want to publish, which should strictly follow the requirements because it affects the acceptance of the publication.

3. Write a research article that is continual and connected across the subject and emphasizing the outstanding points that need to be presented to the readers.

4. Read, review, check the accuracy of the content, research methodology, reference writing and bibliography according to the system specified by the journal or have others both inside and outside the field read to check the content and language used in the research before submitting.

5. Submit articles for publication. and follow-up periodically by the editors of the journal. If there are any corrections, the editors of the journals will return many manuscripts. Authors should promptly make corrections according to the recommendations of the journal's experts (reviewer) and submit them at the time specified by the journal. Then it should follow up on responses which may be sent back for revision. Authors must be self-willed to edit in order to be published in an accredited journal even if the article is rejected. But there is a possibility of acceptance from other journals and when the article has been revised.

6. How to submit the article, research should study the method of submitting the article, for example, send all data as a file via email or submit online and send the researcher's photo file and pictures of research activities with captions as an additional appendix (if any).

Publishing in academic journals is the most widely accepted publication. Those who submit manuscripts to be published in journals, researchers can register and submit manuscripts for publication and follow up on each journal's website. The result of the editor's consideration is either acceptance for publication or return for revision or may be rejected.

According to the empirical findings, there is very compelling evidence in the development of research. English proficiency has a significant impact on second language programs in an academic context. It is now widely accepted that the ability to read English is critical to academic and professional success (Finn & Crook 2003; Sellahewa & Samarasinghe, 2021). Including cultural differences, unrealistic expectations, organization restrictions and ongoing violations of ethics and information sharing and many demographic variables such as age, gender and family background can be barriers to conducting research (Thiry, Laursen and Hunter 2011). The study of Sellahewa and Samarasinghe (2021) revealed that the factors affecting to conduct research by undergraduates were self-confidence, access to data, proficiency in English, ability to manage the time and the

availability of resources. The study of Sehularo, et al. (2020), the results show that bureaucracy, ineffective monitoring and evaluation, insufficient financial support, political interference, lack of equity of service delivery, poor working conditions, ineffective communication, and lack of knowledge and awareness are perceived as barriers to such a policy. Accessibility to policy documents, collaborative partnership, existing school health programs, and competent and willing personnel are perceived as positive factors for the dissemination and implementation of such a policy.

METHODS

This research is an analysis of factors affecting the dissemination of research results at the national level of students in the Faculty of Management Sciences, Suan Sunandha Rajabhat University. It provides research resources to help build a fundamental understanding of research and help design the questionnaire as well as helping to get more complete information. The source of the data consists of 2 parts as follows: *Secondary data* is a search for information from background studies, information, context, requirements, and related research results including Internet resources to support the construction of the questionnaire. In addition, the *Primary data* is the information obtained from the questionnaire which will collect data from the sample group as specified until the number of samples is reached by requesting cooperation from faculty members and a sample group of students from the Faculty of Management Sciences.

The target population was regular students who have ever submitted articles or are interested in submitting articles for publication in national academic journals and was currently studying for a bachelor's degree Faculty of Management Sciences, Suan Sunandha Rajabhat University. A sample of 100 students was obtained using purposive sampling method and snowball sampling method. Tools used in this research was a questionnaire, divided into 2 parts, consisting of Part 1: Demographic information, is a question about demographic factors such as gender, age and educational background. Part 2 is a questionnaire about factors affecting the dissemination of national research which. is a closed-ended question, with a Likert scale. Statistics used in the data analysis was descriptive statistics to describe the demographic characteristics such as frequency, percentage, mean and standard deviation. As well as the inferential statistical analysis was used to test research hypotheses by using multiple regression analysis.

RESULTS

Descriptive results
The results of demographic data of 100 respondents classified by variables. It was found that most of the respondents were female, 65 people, representing 65.0 percent, and 35 males, representing 35.0 percent. In terms of age, it was found that most of the respondents were under 20 years old, 65 people, representing 65.0 percent, followed by 20-30 years of age, representing 32 percent, and three people over 30 years old, representing 3 percent, respectively. In terms of education, it was found that most respondents had a bachelor's degree in the amount of 69 people representing 69 percent, followed by master's degrees and doctoral degrees, representing 28 and 3 percent, respectively.

In addition, the results of behavioral analysis of participation in national academic conferences in the aspect of participation experience was found that the respondents had the highest participation experience 4 times and the least 1 time with a mean of 1 time. In the aspect of duration of participation in each session (hrs./times) was at most 6 hrs./times and at least 2 hrs./times with an average of 3.19 hours.

The results of factors affecting the dissemination of research results at the national level. The topic/substance of the study advisor presentation stage and aspects as part of graduation, the descriptive results showed that the overall opinion level is very good with an average of 4.24. When considering each aspect, it was found that in the aspect of topics/contents studied was at a very good level with an average score of 4.28, in the aspect of advisors was at a very good level with an average score of 4.42, in the aspect of the presentation stage was at good opinions with an average score of 4.12, and in the aspect of part of graduation with an average score of 4.14.

Hypothesis testing results

Hypothesis 1: Factors affecting the dissemination of research results at the national level has affected behavior of participation in national academic conferences in the aspect of duration of participation (hours/times).

The results of the analysis using Multiple Regression Analysis by selecting independent variables into the regression equation using Stepwise technique, with 95% confidence level, found that the variables that can predict the behavior of participating in national in descending order, were part of graduation and advisor, respectively. These two variables could together predict behavior of participation in national academic conferences in terms of attendance experience at 32.2 percent.

Hypothesis 2: Factors affecting the dissemination of research results at the national level has affected behavior of participation in national academic conferences in the aspect of participation experience.

The results of the analysis revealed that the variables that could predict participation behavior in national conferences in the aspect of duration of participation (hrs./times) in descending order, namely, the advisor and the topic/substance of the study, respectively. These 2 variables can together predict Behavior of participation in national academic conferences in the duration of participation (hours/times) was 21.12 %.

CONCLUSION AND FUTURE WORK

The results showed that the respondents' opinions on the factors affecting the dissemination of research results at the national level were the topics/substances that were studied and were part of graduation were at a very good level, and the advisors and presentation stages at good level which has overall opinions in all 4 aspects at a very good level. In addition, the results of the hypothesis test showed that factors affecting the dissemination of research results at the national level as a whole and each aspect were being a part of graduation and advisors had an effect on dissemination of research results at the national level in term of experience in attending national academic conferences. As for the factors that affect the dissemination of research results at the national level as a whole and each side were advisor and the study topics/substances had an effect on the dissemination of research results at the national level in terms of participation time (hours/times) with a statistical significance at the .01 level.

Recommendations and future work

Based on the results of this research, there are suggestions for research to be useful and as guidelines for relevant agencies as follows. The personal factors in term of gender, education level and further study requirements had different effects on the decision to study in higher education of high school students. Therefore, schools and higher education institutions should pay attention to providing information in order to make decision-making to study in higher education more efficient. Including the results of the study showed that the factors of study plan, academic performance, average monthly income of the family and parents' occupations are different affecting the decision to study in higher education of high school students no differently. Therefore, those who use the information do not need to focus on these factors as the main reason for making decisions.

For future work, the selected population for this study was only high school students in Bangkok. There should be further study of sample groups in schools in other areas. It should also be a comparative study of the samples in each area in order to know the decision to choose to study in higher education with different environments and what different decision-making behaviors should be. In addition, research tools should be available and wider than the use of questionnaires, such as interviews, in order to obtain more qualitative data for analysis.

ACKNOWLEDGMENTS

REFERENCES

Finn, J.A., & Crook, A.C. (2003). Research skills training for undergraduate researchers: the pedagogical approach of the stars project. *Bioscience Education* 2 (1): 1–12.

Hair, J. F., Black, W. C., Babin, B. J. (2010). *Multivariate data analysis: A Global Perspective*. Pearson Education.

Khankham, R., & Techarattanased, N. (2020). The development of teaching and learning management in general education course: Compulsory subject. *International Academic Conference on Educational & Social Innovations.* 121-128.

Samarasinghe, T., & Sellahewa, W.N. (2021). Factors Affecting to Conduct Research by Undergraduates. A Study Related to University of Sri Jayewardenepura, Sri Lanka. Conference: *Vavuniya University International Research Conference (VUIRC) 2021 "Human Empowerment through Research Excellence"* at University of Vavuniya Sri Lanka.

Sehularo, L.A., Wankasi, H.I., & Rakhudu, M.A. (2020). Factors that Influence the Dissemination and Implementation of a School Health Policy. *Africa Journal of Nursing and Midwifery 22(1).* DOI:10.25159/2520-5293/6321.

Thiry, H., Laursen, S.L., & Hunter, A. (2011). What experiences help students become scientists? A comparative study of research and other sources of personal and professional gains for stem undergraduates. *The Journal of Higher Education 82 (4)*: 357–38.