

DEVELOPING THE EFFICIENCY OF FINANCIAL AND ACCOUNTING SERVICE CHANNELS OF EDUCATIONAL INSTITUTIONS

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ABSTRACT

Abstract—The purpose of this study was to study the satisfaction of financial and accounting service channels in case study of the Faculty of Management Sciences, Suan Sunandha Rajabhat University, and to improve the efficiency of financial and accounting service channels. The sample used in this study were academic personnel and academic support personnel of Faculty of Management, Sciences Suan Sunandha Rajabhat University, a total of 80 people. The study found that the sample group was satisfied with the efficiency of the financial and accounting service channels in terms of knowledge and understanding of financial and accounting services at high level. Communication in Financial and Accounting transactions was at moderate level. Important information and related documents can be forwarded or downloaded from various communication channels was at a high level. Social media communication such as LINE Official Account, E-Mail, and Website can facilitate and speed up the service was at a high level. Preliminary examination of documents disbursements took appropriate time at a high level. Having a communication channel or informing important news related to the finance and accounting department to be informed faster and more efficiently was at a high level. Suggestion for the study were efficiency of financial and accounting service channels should be developed in many channels and using modern and safe social media. In addition, information technology should be applied to develop document systems and various information related to the operations of all finance and accounting departments for greater efficiency and effectiveness.

Keywords—Educational institutions, Efficiency, Financial and accounting service

INTRODUCTION

Finance and Accounting is part of the Finance Division under the Office of the President who provides services and supports in the implementation of various activities of the University. Thus, saving financial services is one of the factors that is very important in driving the administration of the university to achieve the goals set. Finance and accounting are service job and it is a job that must comply with legal regulations. Various regulations are essential for those involved to study the regulations and implement them correctly and for the utmost benefit of the agency. As well as, managing the receipt and payment of the agency should be efficient in line with economic principles, administrative principles, including general fiscal principles. Finance and Accounting It is considered an important task that executives and operators must study to acquire a lot of knowledge. If they are not interested, many problems will arise. Treetosakul (2022) pointed out that financial work It is a job related to receiving money, paying, keeping money, and money delivery and control. Financial work refers to work related to finance, delivery and auditing of all types of government finances according to legal methods, regulations of the government and accounting means recording money transactions in various accounts and related documents. Including the maintenance of account books, registers, financial documents (Federation of Accounting Professions under the Royal Patronage, 2013).

Four aspects of administration to manage resources are personnel management (Man), financial management (Money), material management (Materials) and good management (Management). Management address in crispy than the other side because finance has to refer to rules, regulations, regulations, financial management that is outside of the framework would mean a reputational defect or may be subject to disciplinary action.

A university is an educational institute that can produce knowledge and wisdom for the nation's youth to grow into quality individuals. Nowadays, the number of educational institutions has increased significantly whether it is a university in the public sector, the private sector or the government sector. Increasing numbers and competition

between universities in order to attract more students has made it necessary for many universities to fully adapt to the market in order to cope with the increasing competition in education. Because the university can exist if students come to study. The competitive environment of universities is how to make the best image in front of as many outsiders as possible. They try to create various strategies to create a truly impressive image for the educational institution. Creation of the image of the university by using digital technology to be used in the management of that institute. Executives must have leadership in learning management in the digital age by studying identity creation. Identity in using digital media by using various methods to combine, especially having outstanding points in teaching and learning management and having clear innovations that have a point of interest, making the image of the university unified and attractive to participants at different levels, especially the interests of the learners interestingness of the curriculum, learning content, and techniques and methods for using media by managing educational institutions by using media in the digital age requires cooperation from teachers, students, parents as well as the community take part in managing and implementing the guidelines.

As mentioned above, the researcher is interested in studying on “Developing the efficiency of financial and accounting service channels of educational institutions”, in case of Faculty of Management Sciences, Suan Sunandha Rajabhat University. The reasons are that it can be concluded that financial work is a service work and is important to the organization very much. It is a job that must strictly follow the rules. so that all activities can be carried out and cause the greatest benefit to the agency. In addition, the study's opinion was that finance requires management to work. It is as important as following the rules because of financial work we have to manage both the amount of money to meet the needs and the timeliness of the users. It also has to manage the time and planning of the work because the work with a large amount of disbursement in each fiscal year must be on time as well as it is a very important duty that must be performed to achieve the goals set.

LITERATURE REVIEWS

Efficiency is any process, method, or action that leads to success by using various resources, including natural resources, labor, capital and methods of operation or operations with the highest quality to perform at full potential. However, any action depends on the quality and quantity of the resources at that time. If it is of high quality to be used to its full potential, it must be used in small amounts to be called effective. This is different from a resource that has a large quantity but a low quality that has to choose a method to extract the maximum potential of the resource to be called efficient. Peterson and Plowman (1989) outlined four elements of efficiency of accounting. 1) The amount of work or work quantity means assigned work must be in accordance with the expectations of the agency. The work performed has an appropriate amount according to the plans and goals set by the company. There should be planning and time management to achieve the required amount of work. 2) The quality of work or work quality must be of high quality, meaning the manufacturer and the user can benefit and be satisfied. The results of the work are accurate, standardized, complete, promptly, and bringing benefits to the organization. 3) Time is the time spent in the operation must be in the correct manner according to the principles suitable for the job. Various techniques have been developed to make work more convenient and faster. 4) Cost in all operations must be appropriate for the job and the method is to have a minimum investment and the most profitable.

Wanwijit and Kongchan (2017) gave an idea about the factors affecting the efficiency of accountant, which are those directly related to the accountant, such as knowledge, skills in accounting, experience, training, understanding of accounting procedures and external factors supported by relevant agencies as the followings. Accounting knowledge which the accountant must have knowledge understanding of accounting principles, accounting category, accounting cycle and financial reporting. Accounting experience is one of the components that reflects the accountant's ability to apply accounting knowledge. An accountant who has experience in the proper accounting work will have a good knowledge and understanding of accounting preparation. Whenever there is a problem in accounting, will rely on the experience that has solved the problem effectively. Training on accounting is the development of personnel to understand the work of the organization, and able to apply their knowledge and abilities to effectively develop the organization. 4) Understanding of the bookkeeping process to be effective, the accountant must have a thorough understanding of the bookkeeping process. If the process of accounting preparation is difficult and complicated to operate causing the accountant to not understand the accounting process and unable to prepare accounts according to the regulations of the agency.

METHODS

The population used in this research were supplies officer of Suan Sunandha Rajabhat University. A total sample of 80 people was obtained using simple random sampling method. Tools used in this research was a questionnaire created by the researcher.

Tools used in this research was a questionnaire created by the researcher. By creating questions in accordance with the characteristics to be measured, divided into 2 parts, consisting of Part 1: Demographic information, is a question about demographic factors such as gender, age, status, educational level, and duration of work. Part 2 is a questionnaire about the opinion on the developing the efficiency of financial and accounting service channels of Suan Sunandha Rajabhat University. It is a questionnaire that was created to measure the satisfaction of the manual which the researcher created it from the theory and concept, and research related to job satisfaction. The feeling assessment form is based on the rating scale of the Likert scale by using the data measurement level, consisting of 9 questions. Statistics used in the data analysis was descriptive statistics to describe the demographic characteristics such as frequency, percentage, mean and standard deviation.

RESULTS

The demographic information of respondents of 21 people, it was found that most of them were female accounting for 61.90 percent, aged between 30 - 39 years old accounting for 66.67 percent, having a single status accounting for 57.14 percent, with a bachelor's degree accounting for 80.95 percent, and having duration of work between 6 - 10 years accounting for 38.10 percent.

The results of the developing the efficiency of financial and accounting service channels of educational institutions in case of Faculty of Management Sciences, Suan Sunandha Rajabhat University, the results revealed as the followings.

1. Efficiency development of finance and accounting service channels, the results found that important information and documents related to the finance department of the Faculty of Management Sciences Suan Sunandha Rajabhat University, and can be forwarded or downloaded from various communication channels including social media such as LINE Official Account, E-Mail, and Website.

2. Efficiency development of finance and accounting service channels, the results found that it should be able to reduce the time for preliminary document checking of academic personnel and academic support personnel who wish to do various disbursements in the Faculty of Management Sciences Suan Sunandha Rajabhat University.

3. Efficiency development of finance and accounting service channels, the results found that there are communication channels or important news related to the Finance Department to get informed faster and more efficiently.

CONCLUSION AND FUTURE WORK

The study found that the sample group was satisfied with the efficiency of the financial and accounting service channels in terms of knowledge and understanding of financial and accounting services at high level. Communication in Financial and Accounting transactions was at moderate level. Important information and related documents can be forwarded or downloaded from various communication channels was at a high level. Social media communication such as LINE Official Account, E-Mail, and Website can facilitate and speed up the service was at a high level. Preliminary examination of documents disbursements took appropriate time at a high level. Having a communication channel or informing important news related to the finance and accounting department to be informed faster and more efficiently was at a high level. This is consistent with the research by Chatthai (2020) found that accounting professional skills in 3 areas affecting the performance of private company accountants in Bangkok is the aspect of professional skills having the greatest influence. followed by professional knowledge and professional ethics. In addition, the research of Chaiwong (2010) found that professional knowledge professional values and professional skills There is a high correlation and positive impact on the efficiency of the accountants' work.

Efficiency development of finance and accounting service channels Faculty of Management Sciences Suan Sunandha Rajabhat University, it was found that important information and documents related to the finance department of the Faculty of Management Science, Suan Sunandha Rajabhat University can be forwarded or downloaded from various communication channels, including social media such as line mail or the Faculty's website as well excellent facilitation for academic personnel and academic support. It can also reduce the time for preliminary document checking of academic personnel and academic support personnel who wish to do various disbursements in the Faculty of Management Sciences Suan Sunandha Rajabhat University. There are also channels to communicate or notify important news related to the finance department for faculty and staff in the Faculty of Management Sciences, Suan Sunandha Rajabhat University to get informed faster and more efficiently. As well as the research of Thiangtrakul (2008), which studies that professional accountants require a certain number of skills and found that applying intelligence skills, interpersonal skills, communication skills and skills in using information technology were a professional guideline to perform properly and effectively under the profession. Moreover, in terms of professional values, it affected the efficiency of work performance of private company accountants in Bangkok.

Recommendations and future work

The use of research results in routine work can lead to the improvement of the efficiency of finance and accounting service channels obtained from the trial by academic personnel and academic support lines of the Faculty of Management Science as well as being able to bring the results of the study to exchange knowledge or disseminate to other departments within the university for trial use. It is also an initial development process that can be extended to bring information technology and social media to develop routine work. Recommendations obtained from applying the research results are as following.

1. The efficiency of financial and accounting service channels should be developed in many channels and use social media that is modern and safe. In addition, information technology should be applied to develop document systems and various information related to the operations of all finance and accounting departments for greater efficiency and effectiveness.

2. There should be an evaluation of the efficiency development of financial and accounting service channels of Faculty of Management Sciences, Suan Sunandha Rajabhat University for the development of communication channels, documents, and various information related to operations from service providers until the service recipient to improve to respond the use of technology in the year 2023 and the following years for maximum effectiveness.

3. If the results of the evaluation of the efficiency development of finance and accounting service channels are satisfactory, there should be dissemination, sharing or exchanging knowledge with other units within Suan Sunandha Rajabhat University to be informed and applied in the development of work in the duties of each individual or unit in the future.

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