

Guidelines for Effective Human Resource Management at the School of General Education and Electronic Learning Innovation

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Abstract

The study titled "Guidelines for Effective Human Resource Management at the School of General Education and Electronic Learning Innovation" was conducted to explore and analyze the effectiveness of human resource management practices at Suan Sunandha Rajabhat University. Additionally, the research aimed to propose strategies to enhance the efficiency and quality of human resource management within the institution. The study involved a population consisting of 322 staff members and 1,984 students. Data were gathered using structured questionnaires designed to evaluate satisfaction levels, and the analysis was performed using statistical tools such as percentages, means, and standard deviations. The findings revealed that the overall satisfaction of staff with the performance of personnel management officers was rated at the highest level, with an average score of 4.58. Specific aspects of their performance were further analyzed, leading to the following insights Personnel management officers were highly regarded for providing valuable information and guidance that contributed to the personal and professional development of staff members. This aspect achieved the highest satisfaction level, with an average score of 4.71.

The efficiency of personnel officers in resolving issues and addressing complaints reported by staff was also highly rated, with an average score of 4.68. The speed at which personnel management officers processed documents and handled requests was another highly praised aspect, receiving an average score of 4.68. These findings underscore the critical role of effective human resource management in fostering satisfaction and efficiency within the university setting, providing a foundation for ongoing improvements in personnel practices.

Keywords: Guidelines, Human Resource Management, Effectiveness

1. Introduction

The School of General Education and Electronic Learning Innovation at Suan Sunandha Rajabhat University plays a crucial role in managing undergraduate general education courses. Its primary goal is to provide students with well-rounded learning experiences, encompassing foundational knowledge, life skills, and moral and ethical values aligned with the contexts of Thai society and global standards. The school also emphasizes the integration of modern technologies in teaching, such as e-Learning, which serves as a vital tool for enabling students to learn efficiently and adapt to the rapid changes in the digital age.

Effective human resource management in educational organizations is a cornerstone that directly influences operational quality. The long-term success of an organization depends on the capabilities of its personnel and the support of an efficient management system. A well-structured human resource management process enables employees at all levels to work

seamlessly, fosters job satisfaction, and motivates them to develop themselves and their organization. Moreover, appropriate human resource management not only enhances the potential of employees but also lays a strong foundation for workforce planning, skill development, fostering healthy workplace relationships, and adapting to rapid changes in the working environment.

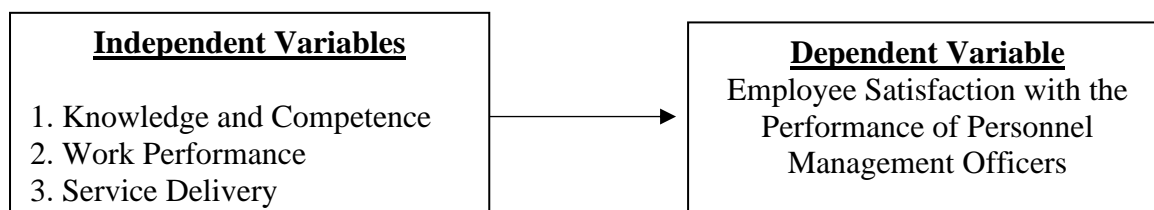
However, educational organizations often face challenges in human resource management, such as unclear communication between staff and administration, delays or inefficiencies in handling complaints, and unmet needs for personal capacity building among employees. These issues can negatively impact employee satisfaction, reduce operational efficiency, and hinder the organization from achieving its goals.

The study by Bandit Prapatanporn and Somyot Ngiwla (2019) highlighted that service innovations, particularly in the areas of information management and environmental management, play a significant role in enhancing employee engagement within organizations. Improvements in human resource management systems using these innovations can increase employee satisfaction and boost organizational efficiency.

To address these challenges, the research titled "Guidelines for Effective Human Resource Management at the School of General Education and Electronic Learning Innovation" was conducted. The primary objectives were to examine the current state of human resource management and to propose strategies that align with the needs of both the organization and its personnel, thereby enhancing efficiency and job satisfaction within the workplace.

2. Conceptual Framework

Figure 1. Guidelines for Effective Human Resource Management at the School of General Education and Electronic Learning Innovation.



This research focuses on studying the effectiveness of human resource management at the School of General Education and Electronic Learning Innovation. The research framework considers factors related to human resource management and the outcomes in the form of employee satisfaction within the organization. The framework indicates that the quality of human resource management, which includes knowledge, competence, work performance, and service delivery by personnel management officers, directly impacts the level of employee satisfaction within the organization. When management is effective, employees experience satisfaction, which in turn contributes to the overall success of the organization.

3. Methodology

This research employs a mixed-methods approach to comprehensively study the personnel management practices at the Office of General Education and E-Learning Innovation, Suan Sunandha Rajabhat University.

Research Design The study utilizes both quantitative and qualitative methods to gather a wide range of data and insights.

Sample Selection

The sample for this study was selected using Simple Random Sampling, following the Krejcie & Morgan table. A total of 322 participants were chosen, excluding personnel from the Udon Thani and Chonburi Education Centers.

Data Collection Methods

1. **Quantitative Data:** A structured questionnaire was distributed to the selected sample to gather data on various aspects of personnel management, including communication, complaint handling, professional development opportunities, and overall job satisfaction.

Data Analysis Procedures

1. **Quantitative Analysis:** Statistical analysis was performed on the questionnaire data using descriptive statistics and inferential statistical methods to identify patterns and significant relationships.

4. Results

This research aims to study the satisfaction of personnel regarding the human resource management practices of the officers at the School of General Education and Electronic Learning Innovation. The results of the data analysis are divided into two parts: the demographic information of the respondents and the personnel's satisfaction with the performance of the human resource management officers.

To facilitate understanding of the data analysis and interpretation, symbols and abbreviations were used:

- \bar{x} : Mean (average)
- N : Size of the population/sample
- S.D. : Standard Deviation

Part 1: Respondent Information

The researcher collected data through an online questionnaire, with a total of 322 respondents. The following is the general information about the respondents is presented in Table 4.1

Personal Information	Number (N=322)	Percentage
1. Gender		
Male	175	54.35
Female	147	45.65
2. Age		
20-25 years	20	6.21
26-30 years	31	9.63
31-40 years	106	32.92
41-50 years	89	27.64
Over 50 years	89	27.64
Total	322	100.00

Personal Information	Number (N=322)	Percentage
3. Education Level		
Below Bachelor's degree	54	16.77
Bachelor's degree	172	53.42
Higher than Bachelor's degree	96	29.81
Total	322	100.00
4. Years of Employment		
Less than 1 year	42	13.04
1-5 years	81	25.16
5-10 years	108	33.54
Over 10 years	91	28.26
Total	322	100.00

Table 4.1, the analysis of the demographic data of 322 respondents revealed that the majority of respondents were male, with 175 individuals, accounting for 54.35%. The age group of 31-40 years had the highest number of respondents, with 106 individuals, representing 32.92%. Regarding educational level, most respondents held a bachelor's degree, with 172 individuals, making up 53.42%. As for work experience, the group with 5-10 years of experience had 108 respondents, or 33.54%.

Section 2: Comments on the Staff Satisfaction Survey Regarding the Performance of Personnel Management Officers

Table 4.2 shows the mean, standard deviation, and importance level of the satisfaction of staff with the performance of personnel management officers.

Staff Satisfaction with the Performance of Personnel Management Officers	\bar{x}	S.D.	Level of Agreement
1. Personnel management officers provide clear and complete information about policies and procedures.	4.62	0.015	Highest
2. Personnel management officers efficiently handle problems and complaints you report.	4.68	0.026	Highest
3. Personnel management officers provide useful information and guidance for personal and professional development.	4.71	0.074	Highest
4. You are satisfied with the speed of processing documents or requests submitted to personnel management officers.	4.65	0.069	Highest
5. Personnel management officers effectively organize training and development activities that benefit your work.	4.32	0.081	High
6. Personnel management officers communicate important information and news to staff in a timely and clear manner.	4.46	0.036	High
7. You feel that personnel management officers understand and prioritize the problems and needs of staff in the organization.	4.61	0.121	Highest
Overall	4.58	0.037	Highest

From Table 4.2, the analysis of the average satisfaction of staff with the performance of personnel management officers reveals that, overall, staff satisfaction is at the highest level, with a mean of 4.58. When analyzed by individual items, it is found that personnel management officers' provision of useful information and guidance for personal and professional

development is rated the highest, with a mean of 4.71. The next highest ratings were for personnel management officers' efficient handling of problems and complaints (mean of 4.68) and for the speed of processing documents or requests submitted to personnel management officers (mean of 4.68), both of which also received the highest satisfaction level.

5. Conclusion

Research Summary

The research findings are as follows

1. Analysis of the general characteristics of the respondents: A total of 322 respondents participated in the survey. The majority of respondents were male (175 respondents, or 54.35%). The age group of 31-40 years had the highest number of respondents, totaling 106 (32.92%). The respondents' highest education level was a bachelor's degree (172 respondents, or 53.42%), and most respondents had 5-10 years of work experience (108 respondents, or 33.54%).

2. Staff satisfaction with the performance of personnel management officers: Overall, the satisfaction level was at the highest level, with a mean score of 4.58. When analyzed item by item, it was found that personnel management officers' provision of useful information and guidance for personal and professional development was rated the highest, with a mean of 4.71. The next highest ratings were for the effective handling of problems and complaints (mean of 4.68) and the speed of processing documents or requests submitted to personnel management officers (mean of 4.68).

Discussion

The study of staff satisfaction with the performance of personnel management officers found that overall staff satisfaction was at the highest level, with a mean score of 4.58. This reflects effective performance and the ability to meet the staff's needs. The in-depth analysis showed that personnel management officers' provision of useful information and guidance for personal and professional development received the highest evaluation (mean of 4.71). Additionally, the efficient handling of problems and complaints (mean of 4.68) and the speed of processing documents or requests (mean of 4.68) also received the highest ratings.

These results are consistent with the research by Jiraphorn Wongkiat (2022), which studied the impact of personnel management on the administrative efficiency of Ban Krang School (Phra Khaw Chai Sitt), where the findings indicated a significant positive relationship between personnel management levels and the effectiveness of school management. The highest-rated aspect in that study was manpower planning, emphasizing the importance of appropriately managing human resources.

Furthermore, the research by Wasee Man Hama (2022), which focused on personnel management by school administrators in the Pattani Primary Education Service Area 2, found that effective personnel management requires continuous personnel testing and development, along with the establishment of clear standards and regulations. Transparent and verifiable performance evaluations help build staff confidence and morale, which aligns with the findings of this study. The provision of useful information and effective management were key factors in creating high staff satisfaction.

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