FACTORS THAT AFFECT THE ACADEMIC SOCIETY OF THE TEACHER IN COLLEGE OF LOGISTICS AND SUPPLY CHAIN, SUAN SUNANDHA RAJABHAT UNIVERSITY NAKHONPATHOM CAMPUS

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ABSTRACT

Abstract—The purposes of this study were to analyze factors affecting community academic service of the teacher in College of Logistics and Supply Chain, Suan Sunandha Rajabhat University Nakhonpathom Campus, and to investigate problems and difficulties found in operating academic service by sample group. The samples of the study were 53 lecturers of College of Logistics and Supply Chain, Suan Sunandha Rajabhat University. Questionnaire was used as data collection instrument. Data were analyzed using instant data analysis software to calculate percentage, mean and standard deviation.

The study revealed that factors affecting the community academic service operation were personnel-related factor, information technology-related factor, curriculum and project-related factor, wisdom and knowledge-related factor, customer and service receiver-related factor, management-related factor, finance-related factor, and facility-related factor. The management-related factor gave a highest effect to the teacher in College of Logistics and Supply Chain, Suan Sunandha Rajabhat University Nakhonpathom Campus lecturers in providing academic service to community with the high mean score (X= 4.57) The customer and service receiver-related factor, that affected College of Logistics and Supply Chain lecturers in providing academic service to community, had a lowest mean score with average mean (X= 4.66) In term of problem and difficulty found in the operation of academic service to community, the study found that having not enough service locations was major problem. From the study, there was suggestion to make a survey of the communities' needs and their participations before the academic service project would be launched.

Keywords— academic society, teacher, College of Logistics and Supply Chain

INTRODUCTION

College of Logistics and Supply Chain Suan Sunandha Rajabhat University Nakhon Pathom Campus has set a vision to operate as a college To develop local and provide technical and technical services in logistics and supply chain to communities, society and the ASEAN community with quality by focusing on human resource development for a higher quality of life
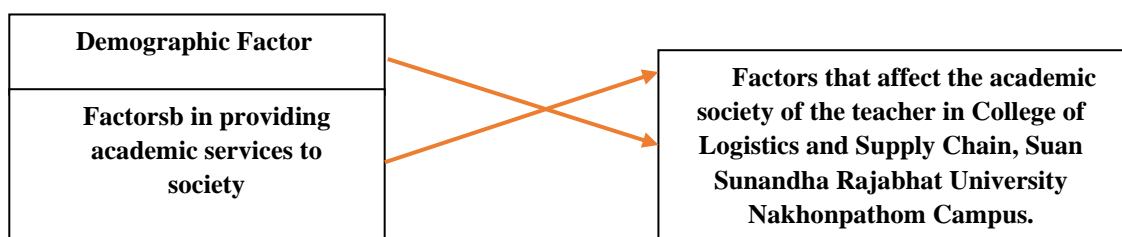
with the educational management process Knowledge development process based on the integration of universal science and local wisdom with the mission of providing education Promote academic and high professionalism. Research to create knowledge, academic services, improvement, transfer and technology development. preserving arts and culture According to the vision of the College of Logistics and Supply Chain "Logistics Model College for the production of professional practitioners." to build confidence in the local community and society according to the needs of the place The College has assigned the Department of Research and Academic Services to prepare policies, strategic plans and operational plans of academic services to society, such as developing academic service strategies for the College of Logistics and Supply Chain. and formulating an academic service project implementation plan And an order has been made to appoint a committee to consider proposals for national budgetary academic service projects. which consists of representatives from all 9 departments in the College of Logistics and Supply Chain, consisting of Logistics Management Logistics Management (International Program) Maritime Business Major Transport Management Air Cargo Management Logistics Management for Online Businesses Logistics and Supply Chain Management (distance education

system) Master of Business Administration Program Logistics and Supply Chain Management and Doctor of Business Administration program Logistics and Supply Chain Management to prevent problems and regulations in providing academic services to society which uses methods for managing and transmitting information, knowledge and information as an application of technology But at present, there is still a lack of knowledge that can be used as a practical manual.(Chattrarat,2021). A manual for the implementation of academic service projects has been developed annually. to be used as a guideline for project implementation or writing budget details in project proposals and every project will have an evaluation of the performance according to the plan every time after the meeting is completed. In most evaluations, questionnaires are used as a data gathering tool. For the potential that affects academic services to society at the College of Logistics and Supply Chain According to the opinion of the College Administrators, it can be concluded that the potential that affects academic service will be in many aspects, for example, personnel, information technology, Curriculum/Project Wisdom knowledge Customers/Users management, finance and building and factors affecting the provision of academic services to society including curriculum/project factors Personnel factor and financial factors, however, there is no clear survey.

Therefore, the research team conducted a research project on Factors Affecting Academic Services to Society of Teachers in Low College Logistics and Supply Chain Suan Sunandha Rajabhat University Nakhon Pathom Campus To be able to solve problems in the management of academic services of the College of Logistics and Supply Chain Suan Sunandha Rajabhat University Nakhon Pathom Campus in all aspects to ensure efficient operation of those responsible for the project and more convenient.

LITERATURE REVIEW

The university aims to provide education and build academic excellence. so university as an academic source The university therefore has a duty to disseminate and provide knowledge services to society. With Objectives Academics to benefit and create experiences for the crew to experience real problems, including educating the public to keep up with the changes of various speakers can. (Torpong ,2020). the provision of academic services to the society of the university personnel Universities must place the same emphasis on teaching and research in order to operate in This activity can achieve and lead into practice. (Kriengsak,2001). academic service to the community according to the perception of the executives, experts and people in charge of the project giving importance to community service in acknowledgment of the policy on service to the community is fairly clear and most of them perceived that all departments have operations, coordination, organization, service model and monitoring. Outcomes of academic service to the community differ according to the interests and aptitudes of that organization. (Chayanit,2012).

Fig. 1. Theoretical framework of the study showing the relationship between data storage, Factors that affect the academic society of the teacher in College of Logistics and Supply Chain, Suan Sunandha Rajabhat University Nakhonpathom Campus.

Hypotheses

Development

Factors in providing academic services to society have a relationship with academic service to the society of the instructors of teachers and staff under the College of Logistics and Supply Chain Suan Sunandha Rajabhat University Nakhon Pathom Campus.

RESEARCH METHODOLOGY

Population and sample

Population The population used in this research was lecturers from the College of Logistics and Supply Chain. Suan Sunandha Rajabhat University, 53 people (Human Resources Department, Office of the College of Logistics and Supply Chain Suan Sunandha Rajabhat University, 2022)

Samples The samples used in this research were professors from the College of Logistics and Supply Chain. Suan Sunandha Rajabhat University, 53 people, by determining the size of the sample. From the use of Krejcie and Morgan's formula (Krejcie and Morgan, 1973: 606) that allowed a 5% error to obtain a sample size of 9 professors from different fields of study. Proportional Hierarchy (proportional stratified random sampling)

The instrument used in this research was a questionnaire. Which is divided into 3 parts as follows

Part 1 : Personal information of the respondents are 1) Gender 2) Age 3) Educational level 4) Academic position/status 5) Administrative status 6) Field of study and 7) Length of work.

Part 2 : Factors Affecting Instructors' Academic Services to Society Affiliated with the College of Logistics and Supply Chain Suan Sunandha Rajabhat University is divided into 8 aspects: 1) Personnel 2) Building 3) Curriculum/Project 4) Information Technology 5) Management 6) Wisdom Knowledge and competency 7) customer/service user aspect and 8) financial aspect, with a questionnaire forming a 5-level rating scale, Likert scale.

Part 3 : Problems, obstacles, and suggestions for academic services to society of instructors and personnel Affiliated with the College of Logistics and Supply Chain Suan Sunandha Rajabhat University The question is open-ended.

Creating a questionnaire for use as a research data collection tool There are steps to take as follows:

1 A study of the theoretical concept documents related to academic service to society of lecturers. and related research by creating a conceptual framework for research and definition of terminology.

2. Create a questionnaire to cover the specified variables by conducting consultations with organizational executives and supervisors in independent research.

3. Take the generated questionnaire to 3 experts to check the quality of content validity. to consider the correspondence between the questions and the variables that want to measure So that the generated questionnaire can be measured with content accuracy as desired by finding the index of consistency by finding the index of consistency (Item Objective Congruence index : IOC) Between the questions and the content on the issues that need to be researched, go to all 3 experts. Consider making comments and scoring. The questions that are consistent with the content must have an IOC value of 0.5 or higher, but if any question has an IOC value of less than 0.5, that question will be eliminated.

4. Take the questionnaires that have been quality checked by experts, only the criteria and the revised items are used to create a complete questionnaire. and put it to trial (try out) with personnel similar to the target population but not the sample group of 10 people Then bring that information to find the confidence value. The reliability of the questionnaire using the Cronbach's Alpha coefficient formula was 0.947

5. The results were used to improve and edit the questionnaire. in order to be used for further data collection

Describe the steps the researcher took to provide the following information as a next step.

1. The researcher made a letter from the Dean of the College of Logistics and Supply Chain. Suan Sunandha Rajabhat University To the Head of Departments of the College of Logistics and Supply Chain Suan Sunandha Rajabhat University to ask for the courtesy of the teacher's data collection Affiliated with the College of Logistics and Supply Chain Suan Sunandha Rajabhat University

2. The researcher sent the questionnaire together with the book. to professors in various disciplines under the logistics and supply chain Suan Sunandha Rajabhat University with the following method

2.1 The researcher delivered the questionnaires and collected them himself.

2.2 In case the questionnaire is not returned on time The researcher followed and collected by himself.

3. The researcher took the collected questionnaires. come to check and score and prepare in a ready-made program to encode the data and encode the received data (coding) for further statistical analysis

4. In this research, the researcher analyzed the data. The questionnaires received were returned to check the completeness of all copies. come to analyze and process the finished program with a computer by using a statistical package

The data analysis in this research will bring the data obtained from the questionnaire to be processed by statistical analysis as follows:

1. An analysis of the level of instructors' potential in providing academic services to society. under the College of Logistics and Supply Chain Suan Sunandha Rajabhat University By using the mean (mean) and standard deviation (standard deviation). to interpret the meaning by setting the estimation criteria as follows (Best and Kahn, 1998: 247)

A score of 4.50-5.00 refers to the level of academic service. affecting academic services of professors the most

A score of 3.50-4.49 refers to the level of academic service. It greatly affects the academic services of teachers.

A score of 2.50-3.49 refers to the level of academic service. Affecting academic services of instructors Medium A score of 1.50-2.49 refers to the level of academic service. Affecting the academic service of Professor Noi A score of 1.00-1.49 refers to the level of academic service. It affects the academic services of the professors the least.

FINDINGS

1. Analyze general data of respondents, teachers and staff. under the logistics and supply chain Suan Sunandha Rajabhat University Which is a sample of 58 people, most of them are female, 24 people, representing 64.90 percent and 13 males, representing 35.10 percent, most of them aged between 30 - 39 years, 20 people, representing 54.10 percent There were 31 master's degrees, representing 83.80 percent. Most of the academic positions/status were university employees of 19 people, representing 51.40 percent. administrative status Most of them were teachers, equal to 25 people, representing 67.60 percent. Most of them were 15 personnel from the field of study. Representing 40.50 percent for the duration of work in the logistics and supply chain. Suan Sunandha Rajabhat University Most of them worked for less than 5 years, 22 people, representing 59.40%, period of 5 years. In the past, most of the respondents organized an academic service project for society, 1-5 times, with 22 people, representing 59.50%.

2. From the results of the study of factors affecting academic services to society of teachers. under the logistics and supply chain Suan Sunandha Rajabhat University The majority of respondents' opinions on factors affecting service provision. Academic for the teacher's society in the logistics and supply chain as a whole are at a high level (X = 4.03) When considering the factors by aspect, it was found that the factors affecting the academic services of the faculty members were under the logistics and supply chain with the highest average was management There were factors affecting the provision of academic services to society at a high level (X = 4.30) Followed by courses / projects and finance. There were factors affecting the provision of academic services to society at a high level (X = 4.01) and with the lowest average was the aspect of wisdom Knowledge and ability had factors affecting academic service to society at a high level (X = 3.94)

CONCLUSION

The results of the research revealed that 1) teachers in logistics and supply chain Suan Sunandha Rajabhat University mostly female Aged between 36 - 40 years old, graduated with a master's degree and is a university employee. Master's degree and is a university employee. Most statuses are instructors and vice-dean, vice-director or equivalent. Affiliated with the College of Logistics and Supply Chain Since it is an agency that has a lot of instructors and administrators of the agency support the instructors in the Faculty to carry out academic service

projects. Most of the lecturers work in logistics and supply chain. Suan Sunandha Rajabhat University Less than 5 years. However, most of the instructors are newly hired instructors and in the past 5 years, there have been 1-5 academic service projects that have been organized, and 2) Factors affecting the provision of academic services to society by instructors under logistics and supply chain. Suan Sunandha Rajabhat University The overall picture is at a high level. On a side-by-side basis, it was found that All aspects affect the provision of academic services to society. at a high level, except for customers/users moderately affecting academic services to society especially in the area of management that has the highest effect on academic services to society especially in the area of management that has the highest effect on academic services to society This is consistent with the research of (Suraswadee Inchai ,2008: 83) that studied A study of appropriate forms and methods of providing services to the community. for private universities Payap University case study with North Chiang Mai University, found that The provision of academic services to the community must have a clear and independent operating structure. To be a center or central agency for receiving academic service directly There is an independent management and budget. Assign duties to take care of Responsible for academic service directly responsible for planning the project. and find external sources of budget.

LIMITATIONS AND FUTURE DIRECTIONS

The study found that the problem in providing academic services to society of professors who were accepted and free from Suan Sunandha Rajabhat University chain was that the request permission to enter the college was not good enough.

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