A STUDY OF WORK STYLES IN THE NEW NORMAL TOWARD UTILIZING AN ONLINE PLATFORM OF PERSONNEL IN COLLEGE OF LOGISTICS AND SUPPLY CHAIN

Chonticha Jansang[1] and Sasiwimon Wongwilai[2]

[1,2]College of Logistics and Supply Chain, Suan Sunandha Rajabhat University,
Bangkok, Thailand,
E-Mail: chonticha.ja@ssru.ac.th,sasiwimom.wo@ssru.ac.th

ABSTRACT

Abstract— The purpose of this research was to study the work style of personnel in the College of Logistics and Supply Chain during the New Normal era. This is an exploratory study. The sample group was 31 supportive personnel in the College of Logistics and Supply Chain. The questionnaires were employed to collect data and the data then was analyzed through statistical methods such percentage, mean and standard deviation.

The results noted that;

1. Comparison of satisfaction toward using online platform of personnel in the College of Logistics and Supply Chain was found that most of employee were 22 females with representing 70.97 percent, followed by 9 males with showing 29.03 percent.

2. The result of responding to the satisfaction on work in the offline style found that the overall satisfaction was the highest level ($\mu = 4.55, \sigma = 0.15$). Satisfaction in each aspect can be summarized as follows; storage aspect showed a high level of satisfaction ($\mu = 4.48, \sigma = 0.04$), aspect of offline / online meetings had a high level of satisfaction ($\mu = 4.54, \sigma = 0.04$), aspect of communication/ chat program was a high level of satisfaction ($\mu = 4.63, \sigma = 0.01$), and overall of work style earned the highest level of satisfaction ($\mu = 4.58, \sigma = 0.05$).

3. The results of responding to the satisfaction on utilizing the online platform found that overall satisfaction was the highest level ($\mu = 4.72, \sigma = 0.03$). Satisfaction in each aspects can be concluded as storage aspect was the highest level of satisfaction ($\mu = 4.78, \sigma = 0.03$), aspect of online meetings earned a high level of satisfaction ($\mu = 4.74, \sigma = 0.03$), aspect of communication/ chat program appeared the highest level of satisfaction ($\mu = 4.78, \sigma = 0.03$), and overall of work style was the highest level of satisfaction ($\mu = 4.58, \sigma = 0.05$)

The results of this research will be benefit for preparing personnel to change work processes in globalization.

Keywords—new normal / Platform Online / work style

INTRODUCTION

1. Statements and significance of the problems

Due to the outbreak of the COVID-19 virus in the past 2 years resulting in life work has changed whether economically or socially for every human from this period comes a new normal. Or a new way of life (New Normal) may become a way that we will encounter more and more. This has caused many organizations to start adapting to survive in this situation. So the question arises about how we should manage human resources in this new normal. It is the origin of the new working style modification. under a new way of life.

Therefore, operations in various fields need to be adjusted to be in line with the prevention of the spread of the disease. technology used Therefore, it determines the way the work will take place. Therefore, studying the work style in the new normal era by using the Online Platform of the College of Logistics and Supply Chain personnel this time will result in an online platform that meets the needs of the College of Logistics and Supply Chain personnel. the most Whether it's for documents or online meetings. This will enable further development of work potential in the future.

2. Objectives

2.1 To study work styles in the new normal era of logistics and supply chain college personnel.

2.2 To study and compare the satisfaction of personnel using the Online Platform of the College of Logistics and Supply Chain.

LITERATURE REVIEWS

1. New normal

Bill Gross. (2018) defines "New Normal" as a state in which the global economy slows down from the past. and entering a new lower average growth rate. Along with the unemployment rate continued to rise after the financial crisis in the United States. In addition, economic volatility will not follow the previous economic cycle. due to various factors That determines economic growth has changed or affected the economy in a different way than in the past.

Kanchana Boonphak. (2020) New Normal or new normal, resulting in changes in both work. health care Or learning management that must be adapted, such as eating, traveling, talking, etc., causing humans to have to change their behavior in life that has changed from the original. Educational institutions must be modified. Learning management approaches to teaching and learning come online to reduce confrontation. and distance between them.

2. Working on Platform Online

Data from the International Labor Organization (ILO) World Employment and Social Outlook 2021: The role of digital labor platforms in transforming the world of work report on more than 12,000 platform workers across 85 companies worldwide. It was found that in the ten years (2010 - 2020), employment through platforms around the world grew 5 times and online platforms increased from 142 platforms to 777 platforms.

Jampay. (2020: Online) "Work From Home Platform" (Work From Home Platform) is a service provider related to work. by these platforms Facilitate and support work Documents are collected. The organization's database is systematic, organized and able to connect to databases within the organization. Make it easy for everyone in the organization to access information such as sales reports, performance reports. real-time work tracking, etc. This is to reduce the gap in work. reduce working distance Simplify work Helping workers (Workers) in business units (Business Units) work easier. Reduce time for decision making in various steps to allow businesses, organizations, businesses, companies to work through online systems, cloud systems, including helping to accelerate the change of their internal working styles from offline society. to the digital society more efficiently.

3. work style

Workpoint Today (2021: Online) said the company has a work-at-home policy. Employees in all lines of work were divided into 2 groups to work from home, starting from March 18, 2020, by posting their work files on the SharePoint or Microsoft Teams cloud system for access anywhere. for data network Let your organization have VPN encryption to securely access data from outside the company. The management section of the head office building Thermo-scanning machines are installed and everyone's temperature is measured from the ground floor before entering the elevator hall. And any workers with a history of traveling abroad will have to self-quarantine in their homes for 14 days, but call center employees because there are 4 centers distributed and have already arranged morning shifts, allowing this group of employees to continue working as usual for serve customers

Watee (2021: Online) said that LINE Thailand has organized training to prepare employees to work from home efficiently. To deal with the most critical situation that is about to happen, start from 1. Establish a working group to take care of employee welfare during a crisis. To prepare a business continuity plan or BCP (Business Continuity Planning), including issuing a policy to recommend and take care of the welfare and safety of employees in Thailand. 2 Plan to prevent operations and uninterrupted service to prepare in advance if situation changes in case the government announces the spread of the COVID-19 virus Entering Phase 3 or announcing a lock down in Bangkok. 3.Human Resources Department LINE Thailand organizes training for staff in every

department to give advice and understand how to use technology and work tools that have changed. 4.Set a schedule for each department to pilot Work from Home before the most critical situation arrives. In this case, employees are not comfortable traveling to the office. Employees can notify Work from Home immediately. LINE has trained employees on how to work from home effectively. consists of Set up a proper home workspace and create an atmosphere that is ready to work like being in an office Increase motivation to work more with clear working hours. and free from interference as much as possible Prepare working tools The work between the teams is regularly updated every day to ensure smooth operations.

4. Develop the work of personnel

Wexley and Latham. (1991) said that personnel development is to increase skills, knowledge and abilities. And changing attitudes of individuals for efficient work in the organization.

Somjai Laksana. (2009) stated that personnel development The objective is to enhance the ability to work to keep up with changes and to provide opportunities for personnel at all levels Participate in studying the status of success of the organization. Analyze problems and participate in finding ways to improve work efficiency to increase the success of the organization.

Prachum Rodprasert. (2015) stated the meaning of personnel development as a process that will enhance the knowledge and competence of personnel. understanding and attitude that will result in Operation is more efficient. Personal development can be classified into There are two major categories: subordinate development and self-development.

METHODS

The target population used in this research were government employee who works within Suan Sunandha Rajabhat University. The sample size consisted of 300 employees and sampling with using a simple random sampling method. The tool used for this data collection was a questionnaire that the researcher has developed from the study of various concepts and theories which consists of different types of questions were divided into 3 parts as follows: Part 1 Personal characteristics of the respondents, Part 2 Work characteristics of the respondents and Part 3 Quality of life at work. work of university professors. It is a questionnaire of the estimation scale type of Likert's 5 levels scales: strongly agree, agree, moderately agree, disagree, and strongly disagree, with a total of 40 items. The data collection used questionnaires that were tested for the validity and reliability of the questionnaires. Statistics used in data analysis, the researcher used 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 Pearson correlation coefficient analysis

1. Research Methodology

1.1 Population and sample : The population and sample used in this research were 31 personnel from the College of Logistics and Supply Chain, Suan Sunandha Rajabhat University.

1.2 Study method : Tools used in this research as a questionnaire (Questionnaire) to assess the satisfaction of the sample. By using a 5-level estimation scale according to the Likert Scale method, the meaning of the scores of each option in the assessment is determined as follows: 5 means having the highest level of satisfaction 4 means very satisfied 3 means moderate level of satisfaction 2 means low level of satisfaction 1 means having the lowest level of satisfaction. Investigator Data Collection The questionnaire was used as a tool for collecting data. An online questionnaire was created for personnel at the College of Logistics and Supply Chain. along with clarifying details for the respondents to understand.

1.3 Location : Data collection in this research was a questionnaire to collect data. The sampling was selected only for personnel working at the College of Logistics and Supply. Suan Sunandha Rajabhat University.

1.4 Study period : This study How long does it take to collect data? and the study from October 2021 to July 2022.

1.5 Data analysis : Satisfaction was analyzed by using the results from the satisfaction assessment of the samples. were analyzed using mean and standard deviation statistics.

Criteria for assessing the satisfaction of the sample
    4.51 – 5.00 means having the highest level of satisfaction.
    3.51 – 4.50 mean a high level of satisfaction.
    2.51 – 3.50 means moderate satisfaction.
    1.51 – 2.50 means there is a low level of satisfaction.
    1.01 – 1.50 means having the lowest level of satisfaction.
Statistics used in the study
1. Analyze the results by calculating the percentage of the sample according to statistical principles.
2. Analyze the results by calculating the arithmetic mean. of the sample according to statistical principles
3. Analyze the results by calculating the standard deviation of the samples according to statistics.

RESULTS

The results of comparing the satisfaction in using the Online Platform of 31 personnel of the College of Logistics and Supply Chain were as follows:

Comparative Results of Satisfaction in Using Platform Online of College of Logistics and Supply Chain Personnel It was found that most of them were female, with 22 people, representing 70.97 percent, and followed by 9 males, representing 29.03 percent.

Comparative Results of Satisfaction in Using Platform Online of College of Logistics and Supply Chain Personnel found that most in the age range of 31 - 40 years, 18 people, representing 58.06 percent, followed by 21 - 30 years of age, 10 people, representing 32.26 percent, and the least in the age range 41 - 50 years, 3 people. is 9.68 percent.

The results of the satisfaction questionnaire on work in the offline format of the sample group found that the satisfaction level was at the highest level ($\bar{x}$= 4.55, S.D = 0.15), where the researcher studied satisfaction in each aspect. concluded as follows: Storage There was a high level of satisfaction ($\bar{x}$= 4.48, S.D = 0.04). Offline / Online meetings had a high level of satisfaction ($\bar{x}$= 4.54, S.D = 0.04). The chat program had a high level of satisfaction ($\bar{x}$= 4.63, S.D = 0.01) and the overall picture of the work. Satisfaction was at the highest level ($\bar{x}$= 4.58, S.D = 0.05).

Assessment Items	Analysis results		
	$\bar{x}$	S.D.	Level of satisfaction
1. Storage			
1.1 Easy to find information.	4.67	0.58	highest level
1.2 Storage Suitable for use.	5.00	0.00	highest level
1.3 Delivery of information Sharing information with people in the organization.	4.67	0.58	highest level
Average	**4.78**	**0.03**	**highest level**
2. Offline / Online meeting			
2.1 Exchange of ideas at work.	5.00	0.00	highest level
2.2 Presentation of information for the meeting.	4.67	0.58	highest level
2.3 Preparation period for the meeting.	4.57	0.50	highest level
Average	**4.74**	**0.03**	**highest level**
3. Conversation talk / chat program			
3.1 Variety of conversation styles.	4.67	0.58	highest level
3.2 Communication Efficiency.	4.67	0.58	highest level
3.3 Speed in delivering messages to recipients.	5.00	0.00	highest level
Average	**4.78**	**0.03**	**highest level**

Assessment Items	Analysis results		
	$\bar{x}$	S.D.	Level of satisfaction
4. Overview of work			
4.1 Satisfaction towards working offline	4.53	0.57	highest level
4.2 Satisfaction towards working through Platform Online	4.63	0.49	highest level
Average	**4.58**	**0.05**	**highest level**
Assessment results	**4.72**	**0.03**	**highest level**

The result of the satisfaction questionnaire on the use of Platform Online of the sample group found that the satisfaction level was at the highest level ($\bar{x}$= 4.72, S.D = 0.03), where the researcher studied satisfaction in each aspect. concluded as follows: Storage There was a satisfaction level at the highest level ($\bar{x}$= 4.78, S.D = 0.03). Online meeting had a high level of satisfaction ($\bar{x}$= 4.74, S.D = 0.03). Chat had the highest level of satisfaction ($\bar{x}$= 4.78, S.D = 0.03) and overall work. Satisfaction was at the highest level ($\bar{x}$= 4.58, S.D = 0.05).

Bringing research results to use in routine work : Storage is convenient and flexible. Able to choose an online platform that is suitable for their own use or the organization can cover whether One drive, Google Drive, Dropbox, or iCloud etc.

Meeting There needs to be a replacement platform. Currently, there are many platforms that are open for freemium, such as Zoom or Google Hangouts Meet, which, in addition to video conferences, can also share the screen at the same time. Including doing group activities forwarding information and many others that meet the needs of personnel in the organization.

Conversation Talk / Chat program Chat is an important tool for communicating in the work system instead of sending emails. Currently, there are many platforms that provide services such as Line or Messenger or Slack, Hangouts that are more suitable for work. may have to study the differences of each function and choose to suit the use of that organization.

The impact of changing the way we work : The changing environment causes executives to adapt to keep up with the environment. Because the result of the change can be a loss of capital, goods, skills, time, manpower and other resources, the manager must decide when to adjust the strategy. or when to change strategy The executives must learn and be creative. Organizations need to be flexible. There is a modern organizational style and has been developed to prepare for changes. Therefore, change management is essential for executives. Especially when the world has entered the age of information and technology. This makes changes happen quickly and making predictions difficult to plan ahead. Sasiwimon Wongwilai and Chattrarat Hotrawaisaya. (2022) has given that meaning Businesses and organizations which are facing the pressures of today's highly competitive business operations and the rapid changing rates of innovation, technology and consumer expectations have transformed the forms and types of competition in the global marketplace. Change management strategy is therefore a strategy that enables operations to achieve the goals that have been set. which requires an understanding of the abilities of the executives Including cooperation from people in the organization as well Therefore, it will be able to manage change.

Lesson learned : According to the results of the research made him realize the importance of online platforms that result in more satisfaction than offline work Or change the structure of the organization only but must give importance from the foundation, that is, the personnel in the organization. Since the participation of leaders and employees as well as communication between people within the organization in a straightforward and transparent way. so that all employees can see the vision of the organization in the same direction and finally open to change. If an organization overlooks the importance of creating an understanding of its personnel Changes can cause problems such as reduced productivity of employees. Employees do not pay attention and do not cooperate in making changes. Especially employees who are directly involved, etc. The impact of this failed change management does not only negatively affect employees within the organization. But it can also include third parties such as customers or business partners.

CONCLUSION AND FUTURE WORK

The result of a comparative study of the satisfaction toward using the Online Platform of the College of Logistics and Supply Chain personnel. It was found that most of the respondents were female, with 22 people, representing 70.97 percent, and followed by 9 males, representing 29.03 percent, most of them in the age range of 31-40 years, 18 people representing 58.06 percent, followed by 21-30 years of age, 10 people, representing 32.26 percent, and the least in the age range of 41-50 years, 3 people, representing 9.68 percent. The result of the questionnaire was found that the level of satisfaction with using Platform Online was at the highest level ($\bar{x}$ = 4.72, S.D = 0.03).

Discussion of research results : From the research on a study of work styles in the New Normal era using an online platform of logistics and supply chain college personnel. The research results are in accordance with the hypothesis. It was found that the total mean was 4.72 and the standard deviation was 0.03 compared to the criteria. sample satisfaction at the most satisfactory level It is based on the research hypothesis. from the epidemic of corona virus infection It is important to modify the working style to meet the needs. The researcher has studied the principles and concepts related to functional analysis. which is consistent with the concepts of Wanna Wijit, Thienrat Therapibul, Natthaphon Chaisiri. (2021) as defined that Online Application created from the concept of Digital Transformation Transform traditional working conditions into digital It can be utilized for communicating official information and recording the work of personnel at WFH instead of working in the traditional way.

Implementation Suggestions : Working in both online and offline formats is a way of thinking that marketers must apply this year. because of consumers or service users or target group Not just living in the Online or Offline world through the reasons of daily life on both sides are almost equal. Therefore, to market Or study the work style that has changed according to the global society. Not just one side would not be able to reach all target groups. which operates in this format Need to rely on a central platform and Big Data or a large database. to analyze and connecting behaviors that consumers live in both worlds together before going in to answer them on the spot The most accurate and accurate.

Suggestions for further research

1. An analysis of Platform Online that promotes and supports work well. and more effective.

2. Study of important factors affecting Living in the Next Normal Era of Logistics and Supply Chain College personnel.

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