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# Guidelines for developing the research capabilities of academic support staff at the College of Logistics and Supply Chain

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## Abstract

This research is aimed to study the factors and obstacles affecting the creation and development of research by academic support staff at the College of Logistics and Supply Chain, and to study the current level of research potential and competence of academic support staff at the College of Logistics and Supply Chain. The study sample comprised 27 people by purposive sampling method the instrument used in the research was the satisfaction scale of employee satisfaction levels regarding document delivery operations questionnaire, with 5- rating scale. The statistics include the frequency, percentage, mean and standard deviation.

The results were as follows: the overview that of research potential of academic support staff in the College of Logistics and Supply Chain of the sample group have moderate agreement. The mean of satisfaction scale are between 3.15 and 3.82 and Standard Deviation of satisfaction scale are between 0.65 and 0.78, with the highest average of The need for self-development ( $\bar{x}=3.82$ , SD = 0.71), The second is Research potential and capabilities ( $\bar{x}=3.76$ , SD = 0.78) and Problems and obstacles ( $\bar{x}=3.65$ , SD = 0.65)

**Keywords:** Potential, capability, research.

## 1. Introduction

Modern higher education institutions have four main missions: teaching, research, academic service, and arts and culture preservation. Research is considered a core mission that helps create new knowledge, develop innovations, and is a key mechanism for leading the institution towards academic excellence and long-term self-reliance (Wilai Photemi and Hakwan Chuphen, 2015).

Support staff are crucial human resources for the success of educational organizations, playing a vital role in facilitating and supporting all core missions, especially research. However, the role of support staff is not limited to assistance; it also includes conducting institutional research to develop work systems and solve problems arising from practical work, benefiting both the staff, the organization, and the service users (Jirairat Todkaew, 2023).

The College of Logistics and Supply Chain, as part of a higher education institution, has a mission to conduct research and create knowledge for careers in logistics and supply chain

management, contributing to the development of businesses and society. To effectively achieve this mission, it is essential that all personnel, including academic support staff, possess appropriate and robust research capabilities and competencies.

Related studies have shown that key factors influencing research activities among support staff include attitudes, knowledge and skills in research, time allocation, institutional support and motivation, and approaches to developing the potential of support staff. These approaches often focus on training, educational support, and transforming routine work into research (R2R).

Therefore, this research focuses on studying the current research potential and capabilities of academic support staff in the College of Logistics and Supply Chain Management, specifically in order to determine guidelines for developing research potential and capabilities that are appropriate, consistent with the context and needs of the personnel, and the mission of the college.

## 2. Research Objective

2.1) To study the factors and obstacles affecting the creation and development of research by academic support staff at the College of Logistics and Supply Chain.

2.2) To study the current level of research potential and competence of academic support staff at the College of Logistics and Supply Chain.

## 3. Literature review

Developing the capabilities of personnel is crucial because personnel are considered the most important resource in organizational management. Achieving goals depends on the potential of personnel (Buytendijk, 2010), both for themselves and for the organization. This includes acquiring new knowledge and technological ideas, enhancing knowledge and skills for higher efficiency, and promoting personnel advancement (Kalyarat Theerathanachaikul, 2014). Therefore, it is essential to develop personnel by increasing necessary potential in knowledge, abilities, and work skills, and fostering full potential motivation (Thanaporn Boonthong, 2018). Promoting and supporting the university to have high-quality and capable human resources will effectively support the mission, achieve its vision, objectives, and goals, and maximize the benefits of resource management (Nitithorn Charoenyong et al., 2018).

Anchalee Hiranphaet. (2022). Said This study was a research program to integrate studies on storage system, intelligent information recommendation application, and social media to strengthen the potential of the community-based tourism supply chain. The series of research project consisted of 3 sub-researches focused on collecting data from population and sample mutually to develop a digital presentation model that can effectively strengthen the tourism supply chain. There were 52 groups of population answering the Likert Scale questionnaire and joining semi-structured in-depth interview to allow the interviewee to express their opinions independently. Then the community enterprises with a readiness level of 80% or more were selected for each research project consistently. Finally, when the research results of each sub-research project were obtained, a website was created to compile the research results into a research project series. The study found that the 8 tourism community enterprises qualified to participate in research projects with 80% or more readiness, ranked in category B at the most, accounting for 15.38%, and the least 1 enterprise in category A or 1.92%. Overall 9 community enterprises were able to participate in research projects,

representing 17.30%. When integrating the research results into a website, it was found that the sub- research results consisted of 3 parts: number 1 displaying the digital addition point in the storage system, number 2 showing the download point of the intelligent information recommendation application, and number 3 exposing the data link to display on social media.

## **4. Methodology**

### **4.1 Population and Sampling**

The population used in this research consists of all academic support staff (employees, officers, or equivalent positions excluding teaching staff) working at the College of Logistics and Supply Chain.

The sample is derived from the entire population by collecting data from the entire population.

### **4.2 Research Tools and Tool Quality Assessment**

The research competency development scale for academic support staff of the College of Logistics and Supply Chain is divided into two parts:

Part 1: A questionnaire on basic information of academic support staff of the College of Logistics and Supply Chain, Suan Sunandha Rajabhat University. It consists of questions on gender, age, education level, work experience, and position, in the form of a checklist with 3 items.

Part 2: A survey measuring the research competency development of academic support staff of the College of Logistics and Supply Chain, consisting of 50 items in the form of a 5-level rating scale, as follows: 5 means strongly agree with the statement.

4 means strongly agree with the statement.

3 means moderately agree with the statement.

2 means slightly agree with the statement.

1 means weakly agree with the statement.

### **4.3 Data Collection**

1) The researcher contacted and requested the cooperation of academic support staff at the College of Logistics and Supply Chain to assist in data collection.

2) The researcher personally collected data from the sample group using the research competency development assessment form for academic support staff at the College of Logistics and Supply Chain.

3) The researcher personally collected and retrieved the completed assessment forms, receiving 27 sets, representing 100%. The completeness of the forms was then checked, and the data was analyzed.

4.4 Data Analysis  
In this research, the researcher analyzed the data using the following statistical methods:

1) Preliminary data analysis involved descriptive statistics to describe the characteristics of the sample group and the variables used in the research. Descriptive statistics included frequency and percentage (Pornnee Leekitwattana, 2015: 236)

$$pci = \frac{n_i}{n_t} \times 100$$

Where  $pci$  represents the percentage of what was studied.  
 $n_i$  represents the number of sub-sections studied.  
 $n_t$  represents the total number of major sections.

2) Data analysis to study the level of research capability development of academic support staff in the College of Logistics and Supply Chain, including mean and standard deviation.

### 2.1) Finding the Mean

$$\bar{x} = \frac{\sum x}{n}$$

Where  $\bar{x}$  represents the mean.  
 $\sum x$  represents the sum of scores in the data set.  
 $n$  represents the total number of data points.

Using the interpretation criteria of Thanin Silapacharu (2009: 112) as follows:

- 4.50 – 5.00 means having the strongest agreement with the statement.
- 3.50 – 4.49 means having a strong agreement with the statement.
- 2.50 – 3.49 means having a moderate agreement with the statement.
- 1.50 – 2.49 means having a weak agreement with the statement.
- 1.00 – 1.49 means having the weakest agreement with the statement.

### 2.2) Calculating the Standard Deviation

$$SD = \sqrt{\frac{\sum(x - \bar{x})^2}{n}}$$

Where  $SD$  represents the standard deviation.  
 $x$  represents each data point in the data set.  
 $\bar{x}$  represents the mean of the scores in the data set.  
 $n$  represents the sample size.

## 5. Results

### 5.1 Basic Data analysis

In this research, the researcher analyzed basic statistics of the sample including frequency and percentage. Shown in Table 5.1

**Table 5.1** Frequency and percentage of personal data of the sample

Personal Information		Frequency	Percentage
Gender	Man	8	29.63
	Women	19	70.37
<b>Total</b>		27	100.00
Education	Bachelor's degree	8	29.63
	Master's degree	14	51.85
	Doctoral degree	1	3.70
	Under bachelor's degree	4	14.82
<b>Total</b>		27	100.00

From Table 5.1, it was found that the sample group had more females than males, with 19 females accounting for 70.37 percent, 8 males accounting for 29.63 percent, with a master's degree of 14 people accounting for 51.85 percent, bachelor's degree of 8 people accounting for 29.63 percent, Under bachelor's degree 4 people accounting for 14.82 percent and doctoral degree 1 people accounting for 3.70 percent.

5.2 Analysis of the level of research potential of academic support staff in the College of Logistics and Supply Chain.

In this research, the researcher analyzed the level of research potential of academic support staff in the College of Logistics and Supply Chain of the sample group, including the Average and Standard Deviation as shown in the table 5.2

**Table 5.2** Average and Standard Deviation of research potential of academic support staff in the College of Logistics and Supply Chain

Variable	$\bar{x}$	SD	Results	Sorting
Research potential and capabilities	3.42	0.78	moderate agreement	2
Problems and obstacles	3.15	0.65	moderate agreement	3
The need for self-development.	3.82	0.71	strong agreement	1
<b>Total</b>	<b>3.46</b>	<b>0.71</b>	moderate agreement	

From Table 5.2, The results were as follows: the overview that of research potential of academic support staff in the College of Logistics and Supply Chain of the sample group have moderate agreement. The mean of satisfaction scale are between 3.15 and 3.82 and Standard Deviation of satisfaction scale are between 0.65 and 0.78, with the highest average of The need for self-development ( $\bar{x} = 3.82$ ,  $SD = 0.71$ ), The second is Research potential and capabilities ( $\bar{x} = 3.42$ ,  $SD = 0.78$ ) and Problems and obstacles ( $\bar{x} = 3.15$ ,  $SD = 0.65$ )

## 6. Conclusion

The results were as follows: the overview that of research potential of academic support staff in the College of Logistics and Supply Chain of the sample group have moderate agreement. The mean of satisfaction scale are between 3.15 and 3.82 and Standard Deviation

of satisfaction scale are between 0.65 and 0.78, with the highest average of The need for self-development ( $\bar{x} = 3.82$ ,  $SD = 0.71$ ), The second is Research potential and capabilities ( $\bar{x} = 3.76$ ,  $SD = 0.78$ ) and Problems and obstacles ( $\bar{x} = 3.65$ ,  $SD = 0.65$ ) which is consistent with the research of Panuwat Taweekul (2024) said the need for competency-based capacity building among support staff was found to be high in the area of training (65.0%), with an average score of 26.8 and a standard deviation of 4.36. Education was at a moderate level (40.0%), with an average score of 24.5 and a standard deviation of 5.16. Self-development was at a high level (45.0%), with an average score of 26.2 and a standard deviation of 4.43. Finally, expectations regarding job security and development pathways were also high (50.0%), with an average score of 26.3 and a standard deviation of 4.25. Therefore, the following approaches should be implemented to develop the competency-based capacity of support staff in the Faculty of Public Health, University of Phayao: 1) Training and skills development, such as leadership, communication, English language proficiency, and information technology; 2) Supporting scholarships and increasing training budgets; 3) Building organizational commitment to enhance competency and work participation; and 4) Developing routine work into research, creating work manuals, and utilizing a mentoring system for teaching or assisting in decision-making and problem-solving in their responsibilities. This information can also be used as a guideline for analyzing and determining various approaches in developing human resource development plans to further enhance the capabilities of support staff in the future.

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