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EFFECTIVENESS OF MANAGEMENT OF CAMPUS BOOK BANK.

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ABSTRACT

Effectiveness of management of campus book bank may seem trivial but it is actually an essential task and required a constant attention, honesty, integrity. All university must have book bank to deposit and withdraw the money every day. A special employees are required to monitoring this book bank every working day. Book bank in the campus must be careful managed in order to be ensure the confidence and integrity of university financial soundness. The designated employees are at work and the system must be monitored and the accuracy checking the current financial situation. The university policy is to create a modern financial tracking system that can be monitored closely and effectively. The objectives of this study were to examine the management of book bank in campus and to offer ways to improve the monitoring process of book bank in campus. In order to gain more understanding, a qualitative research method was utilized to find the answers for this study. About 15 staff was selected purposely to be in a focus group to gain more in-sight information and suggestions from them. This study was conducted during the second quarter of the year 2019. The findings from the respondent can be reported that Suan Sunandha Rajabhat University implemented a high quality of financial tracking system that was fast and sufficiency accurate and relatively easily to monitoring.

Keyword: Management, Campus Book Bank, Effectiveness

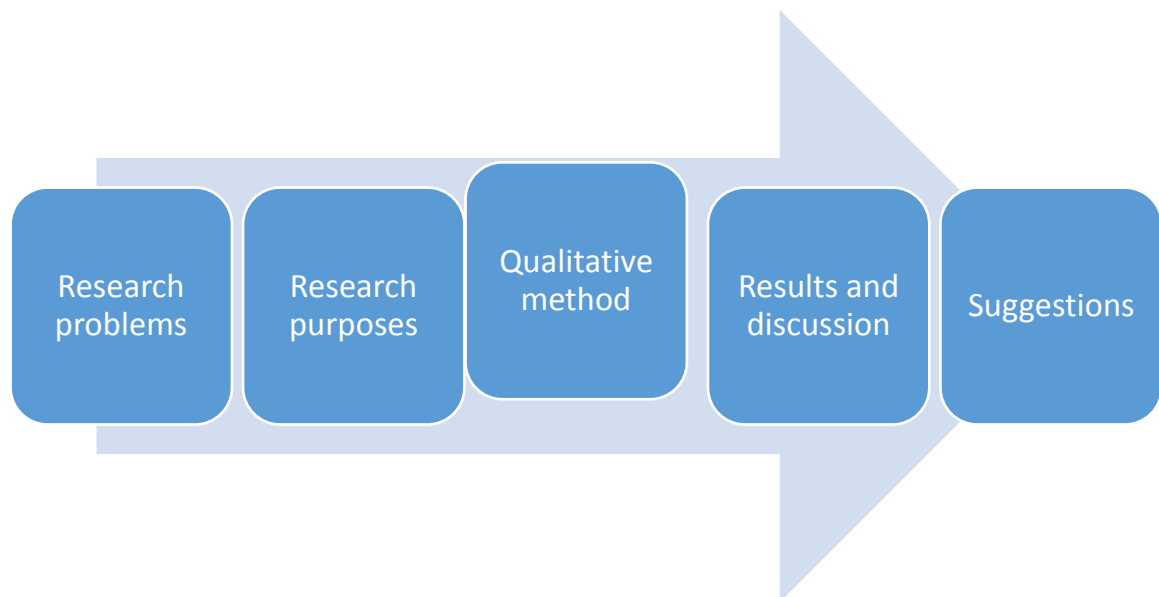
INTRODUCTION

In modern higher education industry of Thailand, effectiveness of management is seen as the subject that bring s the functional divisions and department together such as marketing, accounting, human resources, and operations. The book bank is a sub unit of the finance office of the campus. It is small unit of work but have high impacts. This unit of work is under the university big strategy as an effective unit of business. In fact, relatively few organizations have work under the concept of “small but beautiful” which means the small budget and few staff but be able to show high performance in a specific area of work in the campus. In the high level of management, it is agreed that there are four criteria or four ideas that make the concept of “small but beautify” work very well in the modern university. First, the unit of business must be necessary and important in a specific area. Second, the unit of business must be future and goal oriented. Third, the unit of business must be a significant connection with other units and department. Fourth, the unit of business must be dynamic not static work performance. From the four criteria, the book bank unit fit all four criteria perfectly.

RESEARCH METHODOLOGY

The important process of this research investigation included five steps, first is to identify the current statement of problems, second is to set up research objectives, third is to design and develop data collection and data analysis, fourth is to reach the findings &

reporting and finally the last step is to sharing findings with suggestions. Effectiveness of management of campus book bank may seem as less important or trivial but it is actually an essential task and required a constant and careful attention, honesty, integrity. All employees in every organizations must have book bank to deposit and withdraw the money every day, every week, and yearly. A special duties will be assigned to finance and accounting employees are required to monitoring this book bank every working day. Book bank in the campus is essential ways to monitoring the financial situations and honesty of the bookkeeping and must be careful managed in order to be ensure the confidence and integrity of university financial soundness.



The financial and accounting employees, who has direct responsibility are at work process and be able to use system, must be monitored regularly and the accuracy checking the current financial situation. The university rules and regulation must be handle strictly with the implement of the campus policy is to create a modern financial tracking system that can be monitored closely and effectively. The aims of this investigation study were to understand the management of book bank in campus and to offer new and better ways to enhance the monitoring process of book bank in campus to be more prudent with low unnecessary risks. In order to obtain better and more understanding of the book bank situations, a qualitative research method was used to search for the answers for this study. A total of 15 staff was selected purposely to be in a focus group as the respondents to achieve more in-sight information and be able to offer valuable suggestions. In terms of study areas and time, the investigative study was conducted during the second quarter of the year 2019 in the main campus of Suan Sunandha Rajabhat University, Bangkok, Thailand.

FINDINGS

The findings from discussion with the respondents revealed that Suan Sunandha Rajabhat University had a real objective to implement a high quality of financial tracking system that was fast and sufficiency accurate and relatively easily to monitoring. The

respondents have high confidence in the monitoring and protecting the security and integrity of university book bank. The present day of university financial environment is becoming more competitive and challenging now more than ever. The research also revealed that the better service quality improvement for employees of the university and its monitoring system are essential means for financial success and safe. Intensified competition among service quality has pressurized many higher education organizations to be more attentive to quality improvement of book bank and financial document to their students, staff, faculty members and stakeholders. The findings of the research can be reported that there were high level of satisfaction from students, and level of satisfaction from staff and faculty members. Certainly, there was a need to have quality improvement for book bank unit staff to be more professional and to provide new better services.

Steering this specific unit of business in the right direction is not easy task. Sometimes that is because we live in the world of competition and high changing context and environment. As we know and accept that our world is constant changing, therefore, our ideas and practices of business and management must be flexible and ready to change. We must know our strengths and weaknesses. It is important to turn our strengths into competitive advantages. Make sure that everyone in the office or organization for that matter understand the strengths and relationship to the competitive advantages. The management must team up and design strategy of achieving goals by getting and staying ahead of our rivals in the given higher education market in Thailand. The successful of implementing strategy of achieving goals must result in sustaining market share and higher profit compared to rivals. Even though book bank unit is a small unit in campus, it has the tasks to finish cooperating in the implementing strategy of achieving goals and having effective

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