

THE EFFICACY OF HIGH PERFORMANCE INVENTORY CONTROL AND MANAGEMENT: A CASE OF SUANSUNANDHA RAJABAHT UNIVERSITY.

Supaporn Prajongjai & Asst. Prof. Dr. Cholpassorn Sitthiwarongchai

Suan Sunandha Rajabhat University, Bangkok, Thailand

E-mail: Supaporn.pr@ssru.ac.th , cholpassorn.si@ssru.ac.th

ABSTRACT

High performance inventory control and management is one of the most essential functions of campus of Suan Sunandha Rajabhat University. Nowadays, there are high demand and expectations of high performance and productivity from the aspects of controlling and overseeing purchases from both internal and external participants. Many methods of analysis Assessment of this area should be a 360 degree. Inventory control and management is growing very rapidly and becoming highly sophisticated under the era of disruptive technology. The objective of this study was to investigate the efficacy of high performance inventory control and management: a case of Suan Sunandha Rajabhat University. Comprehensive research study was conducted to gain a better understanding of the insight of this issue. A method of qualitative research technique was utilized to obtain the findings of this study. An in-depth interview was used to collect data from 15 people whom were chosen randomly from variety of department. The findings revealed that the major focus of the inventory control and management included cost reduction, optimize fulfillment, strong integrity of financial process. Moreover, the focus group offered their opinions that there were five important factors to enhance the efficacy of high performance inventory control and management in campus. These factors include the use of new software applications, regular training sessions, effective ways of monitoring and gaining feedback, providing better customer services, and using proper assessment tools and techniques.

Keyword: Inventory, Control, Management, Assessment

INTRODUCTION

Improvement of campus inventory document and process is one of the urgent functions of the campus of Suan Sunandha Rajabhat University that needed to be improved. To be success in the improvement of inventory document and process based on the idea that there are a few factors which are decisive for the success of the improvement in any organization. In order to ensure the understanding of improvement, the critical success factors must be agreed upon by utilizing the qualitative research method. Critical success factors is the definition of specific factors to be implemented in order to ensure successful competitive performance for any department or any organization. Soon after we can decide what the critical success factors are, we can come up with proper core business strategy under the specific environmental conditions, business characteristics, and fundamental requirements and limitations. No fact, many research papers concurred that no organizations can make a successful development and improvement without the comprehensive understanding of critical success factors and the adequate understanding of its environment and limitations of the organization. Critical success factors must be derived from both internal and external participants of the organization. Internal participants should be an individual who has a long experience working with the organization in a specific field and have seen the ups and downs

of problems and solutions. Whereas, the external participants can be any stakeholders who have been involved with the organization in a specific areas and known to have high experiences, knowledge, and skills in the specific field. With the fast changing environment and disruptive technology, improvement of management of campus inventory about document and process should be considered as an emergency situation to offer the better quality services from the campus of Suan Sunandha Rajabhat University. The improvement must be fast and accurate, direct to the point of the wants and needs of the modern higher education which is now vital to the success of the both on campus and off campus management. Therefore, the researcher is interested in conducting the study of improvement of campus inventory document and process in the campus of Suan Sunandha Rajabhat University. It is hope that the finding of the study will provide the critical factors that is necessary for the implementation of the improvement.

RESEARCH METHODOLOGY

This study investigated the improveent of inventory document and process of the campus of Suan Sunandha Rajabhat University, Bangkok, Thailand. The purposes of this research were to investigate and to understand the flow of document and process of campus inventory as well as to offer guidelines to improve the flow of document and process of campus inventory to be highly effective. In order to find the results, the using a qualitative research technique was properly conducted with a total of 20 main staff who involved with the campus inventory system from various departments of university at the summer of the year 2019. An in-depth interview format was designed and conducted to gain more in-sight information from the focus group. The information of demographics of the sample group was mainly their long experiences working in the field of inventory document and process at the university. An in-depth interview with the respondents lasted about three hours to gain the understanding of the process and to reach the consensus of the meaning and the five number of critical success factors for the improvement of inventory document and process.

FINDINGS

The findings from the respondents of qualitative research method unveiled that the sample group all agreed that the system of campus inventory about document and process should be upgraded to 100 percent online. While the current system was a mixed system with paper based and online based with the weight was more on the paper based system. There were many weaknesses of paper based system such as too many human errors, the slowness of the system and correction process, and the system was high risks of manipulating the number which often led to the case of cheating and unnecessary corruption. However, the online based system may have many advantages such as high speed document, easily to correct the mistakes and errors, and low risk of manipulating the numbers. However, the current situation is that there was a need to overall the online system in which the technology may be out of date easily and quickly. Therefore, there was a constant need for regular training and updating the online system. Investment for the online system of inventory document and process may be high but it will pay off in the long term. Since there were many benefits of online systems, the inventory document and process online system must be quickly implemented and should be supported by top level of organization management. All the involved staff and management level must be re-trained for the new upgraded system. Moreover, the system must be able to monitoring constantly to make any important adjustment. Finally, it is vital to conduct a survey of users in campus to gain feedback and suggestions to improve better quality of campus inventory system. In addition of the findings,

the results of in-depth interview of the respondents regarding critical success factors for improvement of inventory document and process was present on table 1.

Table 1. Critical Success Factors for Improvement of Inventory Document and Process

No.	Critical Success Factors	Percentage Agreement
1.	Using more online system with new software application	90
2.	Offering regular training for staff and management in this field	85
3.	Having the survey of feedback at least once a year	85
4.	Having new system of quality control	80
5.	Balancing of speed and accuracy	80
6.	Encouraging open communication with internal networking	75

From the in-depth interview, the twenty respondents concurred that there were at least six critical success factors. About 90 percent of the respondents agreed that using more online system with new software application is significant to the improvement of the inventory document and process. About 85 percent of the respondents agreed that offering regular training for staff and management in this field is significant to the improvement of the inventory document and process. About 85 percent of the respondents agreed that having the survey of feedback at least once a year is significant to the improvement of the inventory document and process. About 80 percent of the respondents agreed that having new system of quality control is significant to the improvement of the inventory document and process. About 80 percent of the respondents agreed that balancing of speed and accuracy is significant to the improvement of the inventory document and process. Finally, about 70 percent of the respondents agreed that encouraging open communication with internal networking is significant to the improvement of the inventory document and process.

ACKNOWLEDGEMENTS

For our success in this study, it is important to thank Institution of Research and Development, Suan Sunandha Rajabhat University for their financial support. Mandy thanks also go to the respondents of this survey for their time and their kind sharing of knowledge, experience, and comments. Also, my heart and appreciation go to Asst. Prof.Dr.Cholpassorn Sitthiwarongchai, for his proof reading of this manuscript.

REFERENCES

- [1] Adee Athiyaman (2004). "Antecedents and Consequences of Student Satisfaction with University Services: A Longitudinal Analysis", *Academy of Marketing Studies Journal*, January.
- [2] Akan, P. (1995). *Dimensions of Service Quality: A Study in Istanbul*. *Managing Service Quality*. 5(6): pp. 39-43.

- [3] Bitner, M (1987). "Contextual Cues and Consumer Satisfaction: The Role of Physical Surroundings and Employee Behaviours in Service Settings. Unpublished Doctoral Dissertation, University of Washington.
- [4] Choi, T.Y. & Chu, R. (2001). Determinants of Hotel Guests' Satisfaction and Repeat Patronage in the Hong Kong Hotel Industry. *International Journal of Hospitality Management*. 20: pp. 277-297.
- [5] Edvardsson, B., A. Gustafsson, et al. (2000). *New Service Development and Innovation in the New Economy*. Lund, Studentlitteratur.
- [6] Ekinçi Y. & Sirakaya E. (2004). 'An Examination of the Antecedents and Consequences of Customer Satisfaction'. In: Crouch G.I., Perdue R.R., Timmermans H.J.P., & Uysal M. *Consumer Psychology of Tourism, Hospitality and Leisure*. Cambridge, MA: CABI Publishing, pp. 189-202.
- [7] Halil Nadiri and Kashif Hussain (2005), "Diagnosing the Zone of Tolerance for Hotel Services", *Managing Service Quality*, Vol.15, 3, p.261.
- [8] Lee H., Lee Y., Yoo D. (2000). "The determinants of perceived quality and its relationship with satisfaction", *Journal of Services Marketing*, Vol.14, No.3.
- [9] Parasuraman, A., Valarie, A. Zeithamal, and Leonard L. Berry (1988), "SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality," *Journal of Retailing*, Vol.64, No.1, 12-40.
- [10] Parasuraman, A., Zeithamal, V.A. and Berry, L.L. (1994), "Reassessment of Expectations as a Comparison Standard in Measuring Service Quality: Implications for future Research", *Journal of Marketing*, Vol.58, Jan pp.111-124.
- [11] Mitra, A. (2000). *Fundamental of quality control and improvement (2nd edition)*. India: Prentice-Hall Private.
- [12] Teery G. Vavra (1997). *Improving your measurement of customer satisfaction: a guide to creating, conducting, analyzing, and reporting customer satisfaction measurement programs*. American Society for Qualit. p.47.
- [13] Watike, C. (2014). *Service quality and customer satisfaction in hotels in Nairobi, Kenya*. Master Business Administration. University of Nairobi.
- [14] Wongleedee, Kevin (2017). "Customer Satisfaction in the Airline Industry: Comparison Between Low-cost and Full Service Airlines" Suan Sunandha Rajabhat University, *Actual Problems of Economics. Scientific Economic Journal*. No 1 (187) 2017.
- [15] Wongleedee, Kevin (2016). "Factors Influencing Revisit Intentions of International Tourists: A Case Of Bangkok, Thailand" Suan Sunandha Rajabhat University, *Actual Problems of Economics. Scientific Economic Journal*. No 6 (182) 2016.
- [16] Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: the Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, *Actual Problems of Economics. Scientific Economic Journal*. No 1 (175) 2016.
- [17] Wongleedee, Kevin (2016). "Important Motivation Factors For Foreign Reinvestment in Thailand" Suan Sunandha Rajabhat University, *Actual Problems of Economics. Scientific Economic Journal*. No 6 (180) 2016.
- [18] Yoo, D.K. & Park, J.A. (2007). Perceived service quality – Analyzing relationships among employees, customers, and financial performance. *International Journal of Quality & Reliability Management*, 21(9): pp.908-926.