

EFFICIENCY OF THE BOARD OF DIRECTORS MEETING ORGANIZATION AT COLLEGE OF INNOVATION AND MANAGEMENT, SUANSUNANDHA RAJABHAT UNIVERSITY.

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ABSTRACT

This research aimed to examine the efficiency of the meeting organization for the board of directors at College of Innovation and Management, Suan Sunandha Rajabhat University. A questionnaire survey was conducted on 89 participants randomly selected among the faculty members and administrative staff, 68.5 percent of which or 61 people were female aged 31-40 years. Regarding qualifications, 70.8 percent of the participants had a master degree and 58.4 percent were lecturers among which 40.4 percent had a 6-8 year work experience. The research results are shown in three areas as follows. First, service satisfaction achieved a high mean score of 4.36 (out of 5). The results for different aspects of service satisfaction in descending order of mean scores are willingness of the service providers (4.47), consistent improvement of service quality (4.42), speed of service (4.31), service provision on a first-come-first-served basis (4.29), and sufficient number of service providers (4.26). Each of the 6 indicators for service satisfaction acquired a high-level score. Second, goal orientation achieved a high mean score of 4.48. The results for different aspects of goal orientation in descending order of mean scores are cost-saving (4.54), helping improve the college (4.49), achieving the goals set by the internal and external standards (4.47), and producing accurate and complete work within a given time (4.42). Of the 4 indicators for goal orientation, one acquired a highest-level score and three a high-level score. Third, rule abiding characteristic achieved a high mean score of 4.36. The results for different aspects of rule abiding characteristic in descending order of mean scores are strictly following the organization rules and regulations (4.48), having an accurate knowledge about the organization rules and regulations (4.51), and witnessing no exceptions to the organization rules and regulations (4.47). Of the 3 indicators for goal orientation, one acquired a highest-level score and two a high-level score.

Keywords: Efficiency, Meeting Arrangements, Satisfaction, Regulation Goals

INTRODUCTION

To have a meeting is a core activity or process of an operation and the existence of governmental and private organizations. In each meeting. There are knowledge exchange and mutual learning, dissemination of matters and consideration of solutions to problems and ways to improve operations consistently, which lead to achievement of targets and capability of catching up with situations that are ever-changing. Therefore, a tool that helps operations and work processes succeed and become efficient is meeting which uses two-way communication that leads to brain-storming to make operation plans and decisions in the prudent and thorough manner for the organization. Hence, to have a meeting is a democratic work scheme that allows all colleagues to have equal freedom to express their ideas. Meeting is a tool that the executives use for management such as to make organizational management plans and to make decisions. In addition, meeting can build harmony and mutual understanding among colleagues and boost the quality and efficiency of personnel.

Therefore, College of Innovation and Management, which is a unit under the supervision and management by Suan Sunandha Rajabhat University, following the policies and strategies of the University, with the aim on succeeding in accordance with the vision, which is to maintain the status of the Number 1 University of all Rajabhat Universities of Thailand, regards meeting as an important mission of the University because it serves as a forum for everyone to work together to make operation plans in all the related fields in order to achieve the target, and to work together to determine solutions to work-related problems. Thus, meeting is essential for the setting of policies of the organization. I, as the researcher and head of the office and in-charge assistant secretary of the board of College of Innovation and Management, have become aware of the significance of this matter; and desire to improve the efficiency of arrangement of the meeting of the board of College of Innovation and Management, Suan Sunandha Rajabhat University, which has never been studied on before. Consequently, there is no direction for the development. Hence, this study will lead to the attainment of knowledge of the direction for the improvement of the efficiency of the organization.

OBJECTIVE

1. To find out direction for the efficient arrangement of the meeting of the board of College of Innovation and Management, Suan Sunandha Rajabhat University; and
2. To study on the opinions and efficiency of the arrangement of the meeting of the board of College of Innovation and Management, Suan Sunandha Rajabhat University.

RESEARCH METHODOLOGY

This research on ‘Efficiency of the Board of Directors meeting organization at College of Innovation and Management, Suan Sunandha Rajabhat University’ is a descriptive research work, with the populations and samples as follows.

Populations

Populations of this research are all the personnel of College of Innovation and Management, Suan Sunandha Rajabhat University, the total number of which is 107, consisting of 1) board members, 2) lecturers and 3) officials.

Samples

The samples are the personnel of College of Innovation and Management, Suan Sunandha Rajabhat University, consisting of board members, lecturers and officials, the total number of which is 107.

The sample size and sampling technique are determined as follows.

The calculation of sample size, is based on the formula suggested by Taro Yamane (1973, p.125, cited in Ruedet Koetwichai, 2007, p. 137), which is:

$$n = \frac{N}{1 + Ne^2}$$

When n is Sample Size;
 N is Population Size; and
 e is variation of the sampling, which is set to be 0.05.

$$n = \frac{107}{1 + 107 \times 0.05^2} = 89$$

Since populations of this research are divided into various types, I, the researcher, apply the Proportion Stratified random Sampling technique to sampling. The ratios of samples are calculated with the following equation:

$$\text{Number of Samples in Each Group} = \frac{(\text{All Samples} \times \text{Population in Each Group})}{\text{Populations}}$$

Therefore, the number of the samples is 89, as shown in Table 1.

Table 1: Number of samples of personnel of College of Innovation and Management, Suan Sunandha Rajabhat University, in the groups of board members, lecturers and officials, the total number of which is 89.

Category	Populations	Samples
Board Members		15
Lecturers		52
Officials		22
Total		89

Research Tool

In this research, I, the researcher, use a questionnaire as a tool to collect data, as follows.

The collected data are quantitative ones. The questionnaire is especially designed for this research and has passed the reliability test already. The questionnaire is composed of 2 parts as follows. Part 1 is about personal particulars such as genders, ages and education backgrounds. This part provide checklists for respondents to choose.

Part 2 is the questionnaire relating to efficiency of the arrangement of the meeting of the board of College of Innovation and Management, Suan Sunandha Rajabhat University. This part uses the method of summered rating.

To respond to the part 2 of the questionnaire, the respondents have to rate each statement using 5-scale Likert Scale with the following criteria:

Score	Level of Opinion
5	Means Highest Level,
4	Means High Level,
3	Means Moderate Level,
2	Means Low Level, and
1	Means Lowest Level.

I, the researcher, set the criteria for the interpretation of the meaning of the mean into 5 levels based on the concept suggested by Best (1981, p. 78), as follows:

Mean	Construction
Means: 4.50 - 5.00	Meaning: Highest Level;
Means: 3.50 - 4.49	Meaning: High Level;
Means: 2.50 - 3.49	Meaning: Moderate Level;
Means: 1.50 - 2.49	Meaning: Low Level; and
Means: 1.00 - 1.49	Meaning: Lowest Level.

Data Analysis

Data Analysis Procedure

1. I, the researcher, assign a code to each questionnaire that has been verified for correctness and completeness already in accordance with the criteria for each part of the tool.

2. Data from the coded questionnaires are recorded in Statistical Package for Social Science (SPSS) Program, so that the data are processed and calculated for statistical values. Afterwards, the statistical values are analyzed in accordance with the predetermined objectives. The findings from the study are presented in the forms of analytical tables. In addition, the results from the analysis are concluded; and the suggestions are given.

Statistical Values Used for the Research

As for statistical values used for analyzing data, I, the researcher, use descriptive statistics and inferential statistics, as follows.

1. Descriptive Statistics

1.1 Percentages are used for analyzing data from Part 1 of the questionnaire which is about personal statuses, namely, genders, ages, educational levels, positions and work experiences.

1.2 Arithmetic means are used for analyzing data from Part 2 of the questionnaire, which are about efficiency of the arrangement of the meeting of the board of College of Innovation and Management, Suan Sunandha Rajabhat University, such as satisfaction of service users, target achievement and correctness.

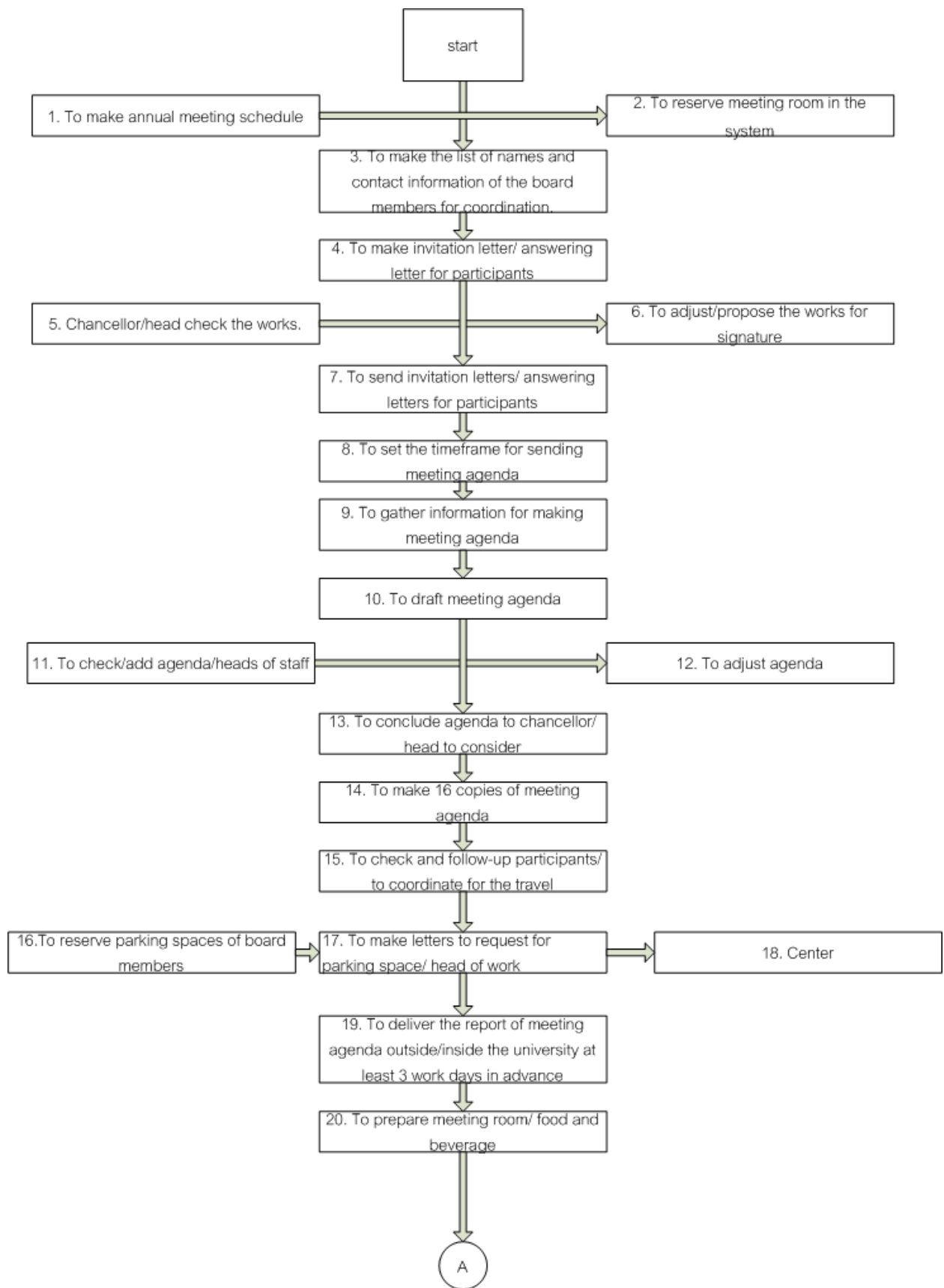
2. Statistics Used for Verifying the Quality of Questionnaire

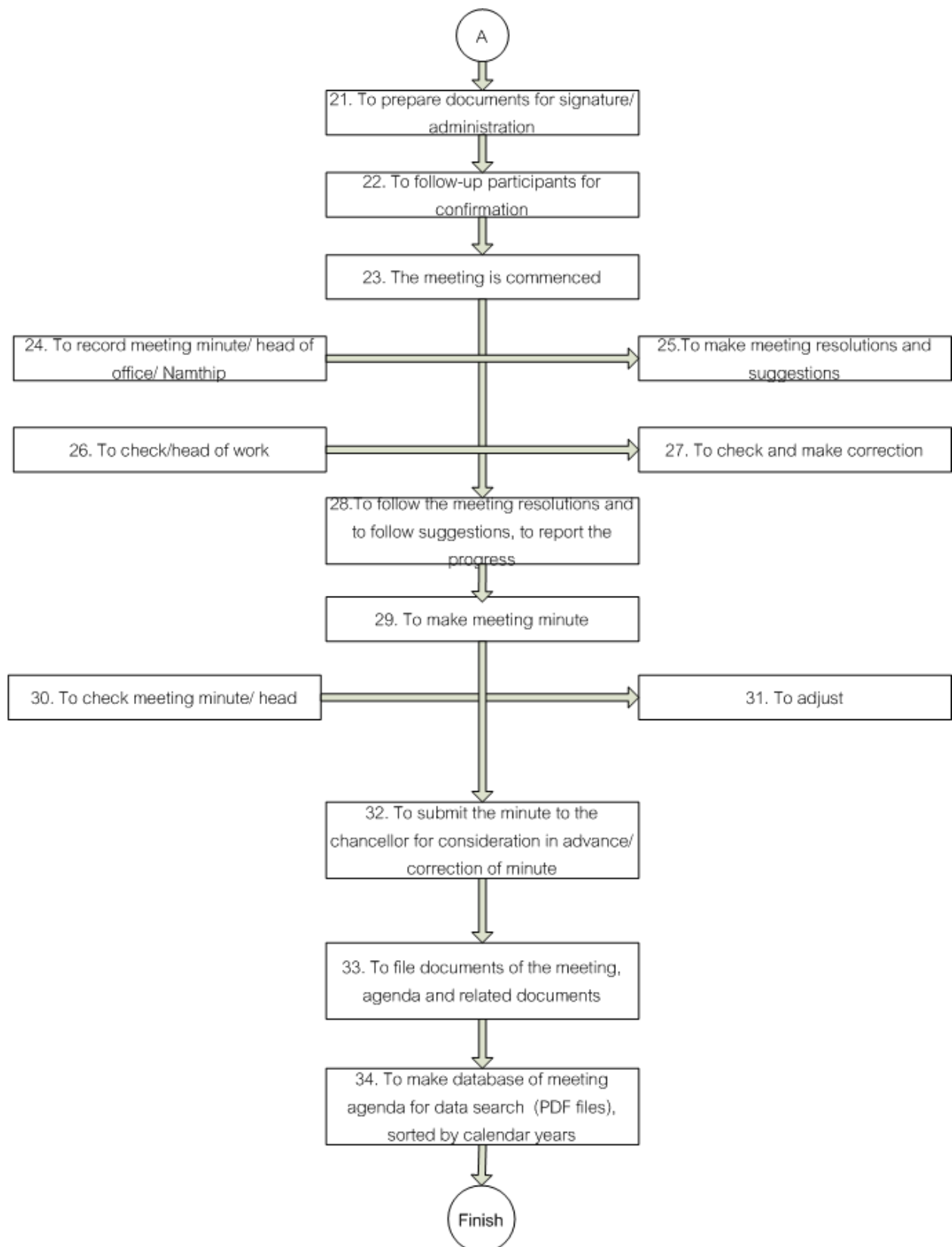
The reliability of the questionnaire is tested with Cronbach's Alpha Coefficients (Sirichai Phongwichai, 2547, 127, citing Cronbach's Alpha Coefficient, L.J. Cronbach, 1951, 297 – 334).

Conclusion of Research Findings

The research on 'Efficiency of the Board of Directors meeting organization at College of Innovation and Management, Suan Sunandha Rajabhat University' is divided by objectives, which are 1) To find out direction for the efficient arrangement of the meeting of the board of College of Innovation and Management, Suan Sunandha Rajabhat University; and 2) To study on the opinions and efficiency of the arrangement of the meeting of the board of College of Innovation and Management, Suan Sunandha Rajabhat University. Research findings are as follows.

1) As for the direction for efficiently arranging the meeting of the board of College of Innovation and Management, Suan Sunandha Rajabhat University, it can be concluded as the procedure as in Figure 1.





2) As for opinion towards the efficiency of arrangement of the meeting of the board of College of Innovation and Management, Suan Sunandha Rajabhat University, the findings from the study on the opinions toward the efficiency of the arrangement of the meeting of board members, lecturers and officials of College of Innovation and Management, Suan Sunandha Rajabhat University, with differences in terms of genders, ages, educational backgrounds, positions and work experiences are shown in Table 3.

Table 3: Overall opinion towards the efficiency of arrangement of the meeting of the board of College of Innovation and Management, Suan Sunandha Rajabhat University, board members, lecturers and officials

Overall Satisfaction of Service Users	\bar{X}	S.D.	Level of Satisfaction
1. Quickness of services	4.36	.499	High
2. Goal achievement	4.48	.432	High
3. Correctness in accordance with regulations	4.48	.485	Highest
Total	4.44	.403	Highest

Table 3 shows that the overall opinion towards the efficiency of arrangement of the meeting of the board of College of Innovation and Management, Suan Sunandha Rajabhat University, board members, lecturers and officials is in the highest level (the mean of which is 4.44). Considered separately, the category with the highest mean is the correctness in accordance with the regulations (mean of which is 4.48), followed by the categories of target achievement (the mean of which is 4.48) and the quickness of services (the mean of which is 4.36). Concerning the 3 factors that are relating to operations, it is discovered that 2 are in the high level and the other one is in the highest level.

DISCUSSION

From the research on ‘Efficiency of the Board of Directors meeting organization at College of Innovation and Management, Suan Sunandha Rajabhat University’, I have analyzed the the efficiency of the arrangement of the meeting of the board of College of Innovation and Management, Suan Sunandha Rajabhat University, of board members, lecturers and officials , in the aspects of users’ satisfaction, target achievement and correctness in accordance with the regulations. I have been aware of the importance of the increased efficiency of the arrangement of the meeting in order to attain directions for the operations and for improvement of efficiency of the organization with clear and systematic work procedure with less complexity and with capability of delivering the meeting documents to the board in the timely manner so that the board member can have enough time to get to understand the agenda and prepare information and opinions to be discussed in the meeting, and clearly know the agenda to be considered . The meeting has to be run in the order of the agenda and there should be a long-term schedule of the meeting of the board of College of Innovation and Management so that the participants can allocate the time and have chances to participate in the meeting as planed, and can follow-up the operations in accordance with the resolutions of the meetings.

Suggestions for Implementation

From the study on 'Efficiency of the Board of Directors meeting organization at College of Innovation and Management, Suan Sunandha Rajabhat University', there are suggestions as follows:

- The personnel should frequently pursue additional knowledge and skills of operations and develop themselves in all aspects in the frequent manner, such as to attend training courses, to observe meetings of governmental and private organizations and to study on rules, regulations and restrictions for career advancement.

Suggestions for Further Study

There should be the studies on factors relating to the arrangement of the meeting of the board of College of Innovation and Management, Suan Sunandha Rajabhat University.

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