



ICMISS 2024
International Conference on Management, Innovation, Economics and Social Science

5TH INTERNATIONAL CONFERENCE ON MANAGEMENT, INNOVATION, ECONOMICS, AND SOCIAL SCIENCES





GUIDELINES FOR PROMOTING THE PUBLICATION OF RESEARCH PAPERS IN NATIONAL AND INTERNATIONAL JOURNALS OF ACADEMIC PERSONNEL IN THE COLLEGE OF INNOVATION AND MANAGEMENT

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INTRODUCTION

The College of Innovation and Management has a mission in the areas of educational management, research, and academic service. The research mission is considered the core of development, serving as the foundation for knowledge creation and contributing to the advancement of teaching, academic services, and societal knowledge. The research output of the college serves as an indicator of the academic potential of the staff. Currently, educational institutions need to undergo quality assurance assessments, especially at the advanced education level. Units with faculty and research personnel must take responsibility for research components, with indicators related to the quantity of research output, publications, and the utilization of research results. Phorachat Thonglad (2018). Collaborative efforts are required to increase publication and motivation for research outcomes through appropriate and equitable practices.



OBJECTIVE

To study the problems associated with publishing research articles in journals among faculty members and researchers. And to investigate the publication needs among faculty members and researchers.



METHODOLOGY

In this research, the researcher conducted the following steps:

1. Definition of Population and Sample Selection:

*The research utilized a survey research design. The population was divided into two groups: The administrative staff of the College of Innovation and Management and the faculty members and researchers.

*The sample included 15 administrative staff members and 205 faculty members and researchers. The simple random sampling method was used.

2..Development of Research Instruments:

*The research instruments included interviews and questionnaires.

3.Data Collection:

*The data were collected through interviews and questionnaires. The interview questions focused on the perspectives of the administrative staff, while the questionnaire covered personal information and opinions on publishing research articles.



RESULTS AND FINDING

Regarding educational attainment, 148 respondents held a doctoral degree (72.2%), 55 had a master's degree (26.8%), and 2 held a bachelor's degree (1.0%). In terms of academic positions, the majority were assistant professors (74 individuals or 36.0%), followed by associate professors (68 individuals or 33.2%), lecturers (60 individuals or 29.3%), researcher's/research officers (2 individuals or 1.0%), and professors (1 individual or 0.5%).

In terms of research experience, 111 individuals (54.2%) had conducted 5-10 research projects, while 71 individuals (34.6%) had less than 5 research projects, and 23 individuals (11.2%) had more than 10 research projects. As for the role in research projects, 155 individuals (75.6%) were project leaders for less than 5 projects, 45 individuals (22.0%) led 5-10 projects, and 5 individuals (2.4%) led more than 10 projects. Additionally, 120 individuals (58.5%) were co-researchers for less than 5 projects, 73 individuals (35.6%) were co-researchers for 5-10 projects, and 12 individuals (5.9%) were co-researchers for more than 10 projects.



CONCLUSION AND DISCUSSION

In the conclusion and future work section, this research has studied and analyzed data related to promoting the publication of research articles in academic journals. Data, both fundamental and general information about survey respondents, was collected and thoroughly analyzed to understand trends and directions for promoting research article publication in the current academic landscape. With the systematic and accurate data analysis capabilities, we can conclude that [Specify important findings or key issues discussed in the research]. This conclusion is supported by insights obtained through analysis and survey responses. For future work, it is recommended to consider [Specify strategies or directions planned for future development or improvement]. This will contribute to the ongoing enhancement of academic advancements.



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