



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

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





Title: Factors Affecting Operational Efficiency of Academic Support Personnel College of Innovation and Management

Presentation by: **Supap Phruekthisarikorn**



COLLEGE OF
**innovation and
management**
SAKAI SUWASITH RAJABHAT UNIVERSITY

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

INTRODUCTION

Operating in a globalized world that is constantly changing including the environment, technology, and competition among various agencies Therefore, the work of the public and private sectors cannot avoid change. Therefore, the agency must be prepared to deal with the changes that occur. that must increase potential capability Increase the knowledge, skills, competencies, and attitudes of personnel to meet the needs of the system. Especially the Thai bureaucracy which has a problem with the decline of the bureaucracy Lack of good governance [2] Boonkiat Karawekphan, 2019, (page 31)

Personnel or humans are the most valuable human resources in an organization. Because it is a cog and an important driving force. Leads to the success of the organization in every aspect. Therefore, if personnel do not develop themselves will not be able to develop other things. Both public and private organizations are therefore aware of the importance of human resource development management. It is necessary to develop human resources by increasing efficiency. potential to be higher Raise the level of knowledge, abilities, morality and ethics. Each person should be used for maximum benefit. To be able to use it to work more efficiently and effectively Along with building an attitude and creating self-worth to recognize the importance of studying and acquiring knowledge at all times. Including the interests of each person to prepare for every change. for personnel in the agency Therefore, increasing efficiency Potential and increasing the work ability of personnel is therefore extremely important. [3] Chumpol Rodjam et al. (2021).



innovation and
management

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

INTRODUCTION

College of Innovation and Management It is a department equivalent to a faculty. Have self-management The main goal is to have high independence and flexibility but under the supervision of Suan Sunandha Rajabhat University. The college has an administrative structure of 6 departments. Including the general administration department Treasury and Supplies Department Academic Administration Department Planning Policy and Quality Assurance Department Research Development Department and student affairs department Has duties related to providing services to academic personnel and students. Developing a model for performing duties and providing services requires constant development. Therefore, personnel working. Therefore, it is necessary to have knowledge, ability and use the rules correctly. This is because creating efficiency in work is increasing the potential that exists within a person to the maximum benefit. and be able to perform tasks according to the goals that the organization has set Developing human resources in an organization helps increase efficiency in operations. Therefore, goals must be set at both the departmental and individual levels. For good work performance and development of work to achieve maximum results to advance in promotion and reduce operational risks. The ability for personnel to work effectively depends on cooperation, sacrifice, and dedication to working for the agency. There may be many reasons for cooperation. And one important reason is job satisfaction This is a driving force for personnel to be attentive, enthusiastic, and willing, allowing the organization to reach its goals and achieve maximum efficiency.



innovation and
management
SUAN SUNANDHA RAJABHAT UNIVERSITY

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

INTRODUCTION

The researcher is a personnel working in the Human Resources Department under the College of Innovation and Management. Suan Sunandha Rajabhat University See its importance and use it as a component in work analysis. Setting guidelines for work to create job satisfaction. which leads to efficiency in working to create benefits and lead to success according to the set objectives.

For that reason, the researcher is a staff member of the College of Innovation and Management. Realized the importance of various factors. within the agency and work motivation factors that affect the work efficiency of the College of Innovation and Management personnel. At what level? In order to apply the results of research studies to the work of personnel to be more effective in their work.



RESEARCH QUESTION

1. Performance of the academic support personnel of the College of Innovation and Management Suan Sunandha Rajabhat University is at a medium level.
2. Academic support personnel of the College of Innovation and Management Suan Sunandha Rajabhat University who have different personal characteristics have different performance.
3. Work motivation factors affect the work efficiency of the College of Innovation and Management personnel. Suan Sunandha Rajabhat University.



OBJECTIVE

1. To study the performance level of academic support personnel in the College of Innovation and Management.
 2. To study factors within the organization that affect the performance of academic support personnel. College of Innovation and Management.
 3. To study work motivation factors that affect the work efficiency of academic support personnel. College of Innovation and Management.
-



LITERATURE REVIEW

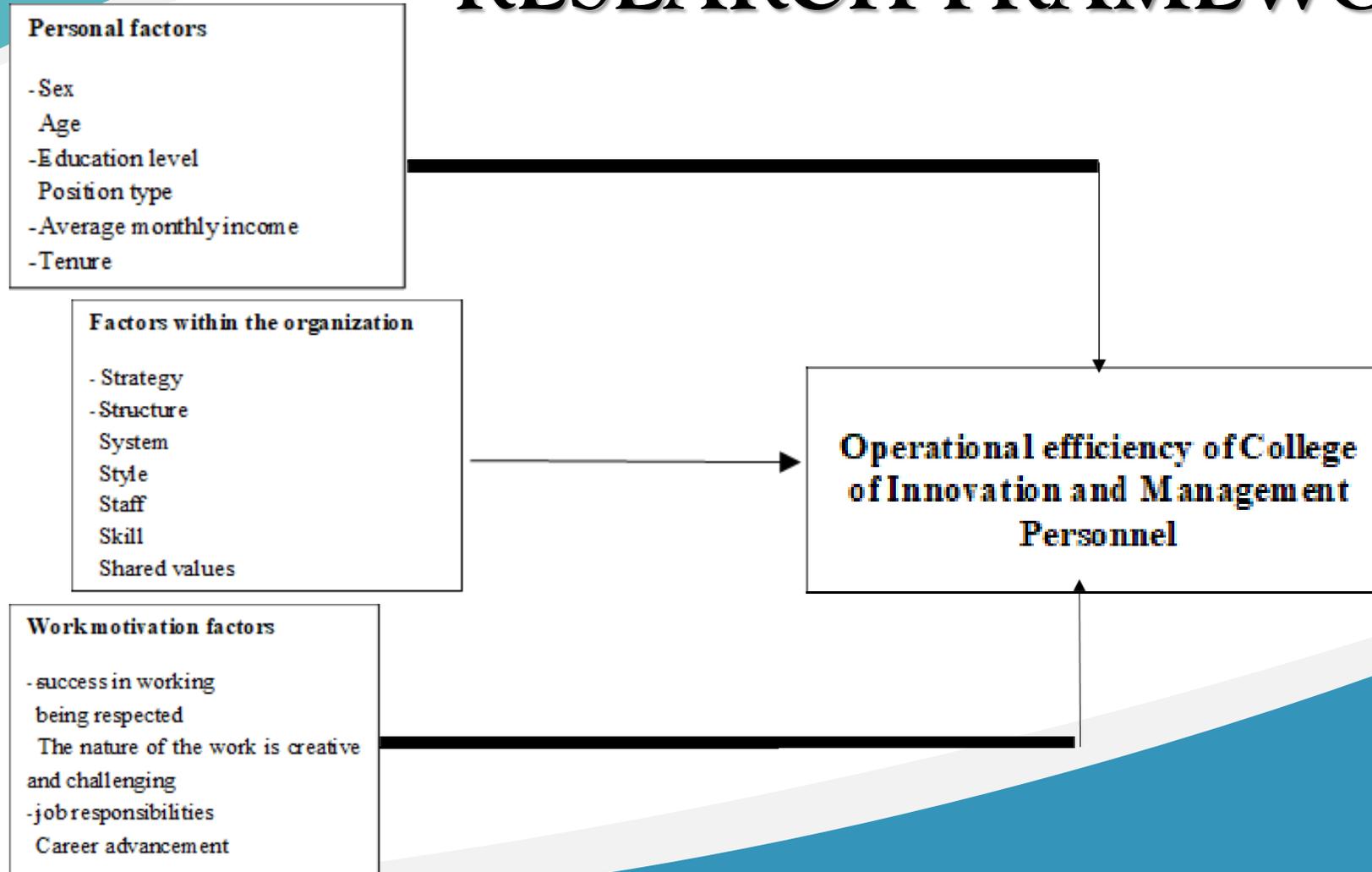
According to the modern human resource management (HRM), the HR managers must be responsible for the managerial functions that integrate both internal and external factors in achieving a harmony of work operation. The modern management also focuses on the prevention of problems that may arise in the foreseeable future rather than tries to solve the problems when they already happened. The human resource management begins with the recruiting the best qualified personnel who are knowledgeable, capable, and highly enthusiastic to join the organization. To train and to develop their potential in relevant to the changing situation and business strategy. To come-up with ways and means to draw the full potential of the available human resources and to keep the high efficient workers with the organization (Pornpimol Cheuabangkraw, 2555). The management must regard the human resource management as an important tool to increase the productivity of older workers by creating motivation for the employees and adjusting the organization to cope with the situation based on present concept of HRM (Kasia Karpinska, 2015)

In contemporary business operation, the managers have a crucial annual mission to develop the organizational strategy. For example, when facing with economic challenges, firms will react with a challenging tactics to increase the employees' operational effectiveness. These efforts may be in forms of the increment of company's competitiveness, cost reduction, the improvement of employees' performance, or letting the supervisors to participate in the formulation of organization's strategy in relevant to their assigned work responsibility (Kuajit Cheerakarn, 2557). Any organization with appropriate recruitment and selection system will be able to attract good quality of people to work in its organization. These people once they are working in the organization, they will utilize all of the firm's factors of production to produce the output as specified by the company. As a consequence, it is worth the investment, it can create customer's satisfaction, and it produces much profit and, at the same time, success for the company. The human capital can actually create value-added to the company by using intellectual capital. The wit of human being can create endlessly value for the company when it is compared with other factors of production they are disposable (Pornpimol Cheuabangkraw, 2555).

Thai government has declared a retirement age for the governmental officers at sixty years old as specified in the Government Pension Act, B.E. 2494. There is no retirement age as specified by law for the private sectors. However, the law has set a specific age for a certain right, certain benefits, and social security in case of old age at the age of fifty-five years old (Chalernmpol Jamjan, 2556).



RESEARCH FRAMEWORK





METHODOLOGY

We used all received questionnaires to verify the integrity of all questionnaire. Statistics used to analyze baseline data are descriptive statistics, percentages, averages, standard deviations, frequencies.

RESULTS AND FINDING



Table 1 Results of the study of general information of the respondents in the study of factors affecting the work efficiency of academic support personnel. College of Innovation and Management Suan Sunandha Rajabhat University.

Personal factors	amount	average
Sex		
Male	6	22.22
Female	21	77.78
Age		
Not more than 30 years	7	25.93
31 –40 years	12	44.44
41 – 50 years	8	29.63
51 – 60 years	-	-
Education level		
Undergrad	1	3.70
Bachelor's degree	14	51.85
Postgraduate	12	44.45
Personnel type		
Government Officer	1	3.70
Land Employee	3	11.11
Income Employee	23	85.19
Tenure		
Less than 1 years	2	7.41
1 – 4years	11	40.74
5 – 10years	5	18.52
11 – 15 years	6	22.22
16 – 20 years	2	7.41
More than 20 years	1	3.70
Average monthly income		
Not more than 10,000 baht	-	-
10,001 –20,000 baht	7	25.93
20,001 – 30,000 baht	19	70.37
30,001 – 40,000 baht	-	-
More than 40,001 bath	1	3.70

RESULTS AND FINDING



Table 2 Results of analysis of the quality of work performance of academic support personnel College of Innovation and Management.

The work efficiency of academic support personnel consists of 3 aspects: quality of work; Aspects of workload and time by analyzing the mean (mean) and standard deviation.

Factors within the agency	average	SD
1 .Strategy	3.83	0.62
2 .Structure	3.81	0.64
3 .System side	3.77	0.65
Total	3.68	0.58
Performance efficiency of personnel in terms of work quality	average	SD
1 .The work was performed successfully with quality and correctly according to the rules and regulations .	3.85	0.67
2 .The work was performed successfully according to the quality criteria that the agency expected .	3.81	0.68
3 .Have good knowledge and understanding of the work that is done neatly and with quality .	3.78	0.67
Total	3.81	0.64
Performance efficiency of personnel in terms of workload	average	SD
1 .Be punctual and maintain time for work .	3.86	0.68
2 .There is a clear division of time .To make the work successful .	3.85	0.71
3 .There is new technology being developed .To improve work performance .	3.59	0.71
Total	3.77	0.63



RESULTS AND FINDING

Table 3 Results of analysis of factors within the agency and work motivation factors of academic support personnel. College of Innovation and Management, Suan Sunandha Rajabhat University.

Factors within the organization consist of 6 aspects: strategy, structure, system, management style, personnel, and ability. and the shared values of people in the organization.

Factors within the agency	average	SD
1 .Structure	3.75	0.64
2 .Ability	3.71	0.63
3 .Strategic aspect	3.68	0.65
4 .Personnel	3.65	0.62
5 .Management style	3.64	0.66
6 .Shared values of people in the organization	3.63	0.66
7 .System side	3.59	0.64
Total	3.67	0.55
Work motivation factors	average	SD
1 .Aspects of success in work .	3.82	1.04
2 .In terms of being accepted and respected .	3.66	0.65
3 .The nature of the work is creative and challenging .	3.65	0.64
4 .Responsibility in work .	3.78	0.62
5 .Progress in the profession .	3.63	0.66
Total	3.71	0.59



CONCLUSION AND DISCUSSION

Research results on the effectiveness of herbs in the reality of the research support line of the College of Innovation and Management, Suan Sunandha Rajabhat University can discuss the results as follows.

Hypothesis 1: Performance of academic support personnel. College of Innovation and Management Suan Sunandha Rajabhat University Is at a moderate level. From the results, it was found that the performance of academic support personnel in the College of Innovation and Management It's at a high level. Which is not in accordance with the assumptions set Consistent with the study of [7] Suphanee Sannikorn (2011), the level of factors related to work efficiency was studied according to the opinions of officials of the Department of Local Administration. The results of the study found that Level of efficiency in work according to opinions of civil servants Overall, it is at a high level.

Hypothesis 2: Factors within the organization It affects the performance of academic support personnel in the College of Innovation and Management. The research results found that Factors within the department were able to explain 53.3% of the variance in performance of academic support personnel in the College of Innovation and Management. By the structure Management Style and the ability aspect affects the performance of personnel with statistical significance at the 0.05 level, consistent with the set assumptions. This is consistent with the research of [6] Seksan Orakul (2012). The work motivation factors that affect the work efficiency of the employees of Metalcom Company Limited were studied. The results of the research found that Intrinsic motivation consists of successful work performance. recognition having authority and opportunities for advancement in the job as for external motivating factors, it includes promotions. and safety in work It has a significant effect on work efficiency mentally.



CONCLUSION AND DISCUSSION

Hypothesis 3: Work motivation factors affect the work efficiency of academic support personnel in the College of Innovation and Management. From research it was found that Motivation factors were able to explain 67.4% of the variance in performance of academic support personnel in the College of Innovation and Management. By being accepted and respected Responsibility in work and in terms of career advancement, it affects the work efficiency of academic support personnel at the College of Innovation and Management with statistical significance at the 0.05 level, consistent with the set assumptions. Consistent with the research of [4] Jiraporn Chumbangmang (2013). Studied the factors that affect the work efficiency of the personnel of Sma Turakij Company Limited. The results of the research found that Work motivating factors affect the work performance of personnel. Sama Business Company Limited has statistical significance at the 0.05 level. And it is consistent with the research of [5] Ratee Suphapan (2015) who studied the motivation and effectiveness of work of civil servants inspecting the personnel of the Office of Personnel. The research results found that Motivation for performance in sustaining factors influences performance effectiveness only one factor. It is also consistent with the research of [1] Kritsada Chianwattanasuk (2017) who studied the motivation of Mitthiphon on the performance of employees. A case study of TOT Public Company Limited, Chaengwattana Head Office. The research found that motivation factors Regarding the relationship with Mitthiphon's supervisor, it affects the employee's performance in terms of the amount of work performance.



REFERENCE

- [1] Kritsada Chianwattanasuk (2017). Motivation influences employee performance. Case study of TOT Public Company Limited, Chaengwattana Head Office, Humanities and Social Sciences Research Journal, Western University.
- [2] Boonkiat Karawekphan, (2019). Documents for lectures on the policy implementation course Implementation and evaluation of policies. Bangkok: Ramkhamhaeng University, Master of Public Administration Program.
- [3] Chumpol Rodjam et al. (2021). Human Capital Development Model for Private Higher Education Institutions, Journal of Business Administration and Languages (JBAL). Vol.9 No.2 July-December 2021.
- [4] Jiraporn Chumbangmang (2013). Studied the factors that affect the work efficiency of the personnel of Sma Turakij Company Limited, Independent Study, Master of Business Administration Program, Management Science Program, Sukhothai Thammathirat Open University.
- [5] Ratee Suphapan (2015). Motivation and effectiveness in the work of civil service police officers, thesis for the Master of Public Administration program. Faculty of Liberal Arts, Krirk University.
- [6] Seksan Orakul (2012). The work motivation factors that affect the work efficiency of the employees of Metalcom Company Limited, Independent study, Master of Business Administration program, Sripatum University.
- [7] Suphanee Sannikorn (2011). Factors related to work efficiency according to the opinions of officials of the Department of Local Administration. (Central). Degree Thesis Master of Business Administration, Sukhothai Thammathirat Open University.
- [8] Thanaporn Pannarai (2022). Factors Affecting Work Efficiency of Employees in Songkhla Provincial Administrative Organization, A Minor Thesis Submitted in Partial Fulfillment of the Requirements for the Degree of Master of Public Administration Prince of Songkla University.



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

THANKS YOU

