

KEY MANAGEMENT FACTORS AND SUCCESS OF OFFICE MANAGEMENT

Thiraphon Chanthra & Narumon Chomchom

Suan Sunandha Rajabhat University, Bangkok, Thailand

E-mail: thirphon.ch@ssru.ac.th and narumon.ch@ssru.ac.th

ABSTRACT

Critical success factors are the elements that are necessary for an organization to achieve its missions and goals. These factors must be apprehended to create required activities for ensuring the success of one or more desirable business goals. Key management factors and success of office management in many Universities of Thailand is often undermined by many management levels. Key management factors and success of office management, therefore, can be implemented by supervisors or directors of higher education organizations. It is imperative that for supervisors and directors to comprehend the understanding of modern key management factors of success and office management. The aim of this study was to identify key management factors and success of office management in various organizations from the perspectives of supervisors or directors as well as from the perspectives of academics. This research study was done by using mainly with quantitative research method. A total of 75 supervisors and directors of various offices, and departments were interviewed by using Likert scale questionnaire. In addition, a total of 75 academics was also interviewed by the same set of questionnaire. SPSS statistics program was utilized to gain data analysis. Mean and standard deviation were used for the purposes of statistical analysis. The findings can be reported that it was important to understand the three steps of determining key success of management factors. First is to pull together the team that will be working by using brainstorming. Second is to have both managers and staff share ideas and feedback of the current situation. Third is to conclude the key elements of the short-term and long-term goals. From the perspectives of supervisors and directors, it found that people skill factor, communication factor, teamwork factor, and leadership factor were the top four key management factors. However, from the perspectives of academics, reward factor, communication factor, people skill factor, and working condition factors were the top four key management factors.

Keywords: Key Management, Office Management, People Skills, Communication Skills

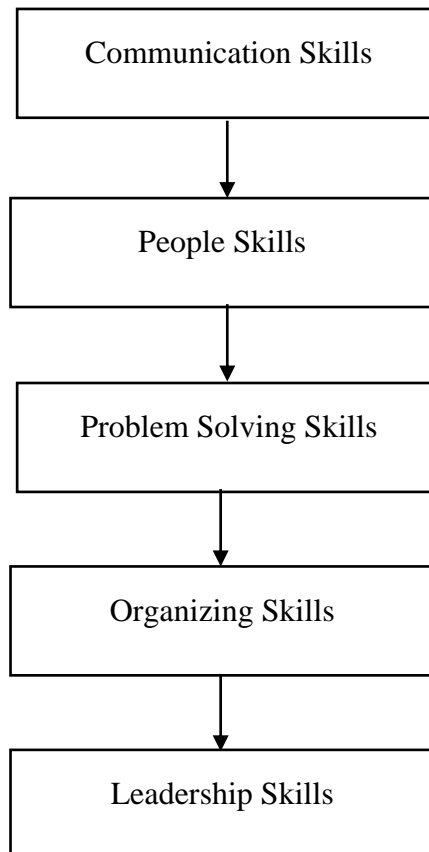
Introduction

Office manager is often called an administrative service manager and responsible for a diverse set of administrative task assignment and job duties. They essentially ensure the smooth running of an office on a day-to-day operation. One of the most important roles of the office manager in the higher education organizations is to set direction for his or her team and coordinate resources to meet with the university organization goals as well as to navigate the office to complex of competitive world. In fact, the higher level of management and the staff in the office of the manger often have different expectations for what the office manager should accomplish as a manager. (Thiraphon Chanthra, 2019) It is important to strive to be the best in both perspectives. The higher level of management may expect the office manager to be good in planning and resources management, supporting organization goals, meet the target assignment, managing, and solving everyday problems, and be responsible and accountable for your office. On the other hand, the staff in the office manager may expect the manager to lead the office staff team, be able to organize and manage everyday problems, assign the resources as well as job assignment, and facilitate the needs of the team to be success. (Thiraphon Chanthra, 2019) To become an effective manager, it isn't just a name or title but how to use your knowledge, skill, power, and authority to get the job done with less time and less resources. As an office manager, one must be a contributor to the team and to the organization. Being an office manager is one of the most significant experiences in the professional life. It is an exciting opportunity that comes with challenges, too. However, to stand out from other

office managers, one needs to understand the nature of being success in office manager and prepare oneself for the changes and stress that can accompany with the intense growth.

In theory, office managers have formal authority to make decisions, allocate proper resources, and direct office staff. Therefore, the job should be easy. However, in everyday of reality, the fact is office staff don't commit to perform the tasks the best as they can just because the office manager tells them to do so.

Fig 1. Five important skills for effective Office Manager



Research Methodology

The purposes of this study were to identify key management factors and success of office management in various organizations from the perspectives of supervisors or directors as well as from the perspectives of academics. In other words, the study is in search of the vital and necessary skills for an effective higher education office manager. This research study was conducted by utilizing mainly with quantitative research method. A total of 75 supervisors and directors of various offices, and departments in the campus of Suan Sunandha Rajabhat University were interviewed and collect important data by using Likert scale questionnaire. In addition, a total of 75 academics was also interviewed by the same set of Likert scale questionnaire. SPSS statistics program was utilized to obtain the findings. Mean and standard deviation were used for the purposes of statistical analysis. The test of validity and reliability were performed to ensure this research have passed the basic requirement.

Findings

TABLE 1. IMPORTANCE OF FACTORS OF BETTER OFFICE MANAGERS

	Mean	S.D.	Rank
Factors			
1. Communication Skills	3.87	0.854	1
2. People Skills	3.73	0.881	2
3. Organizing skills	3.45	0.792	3
4. Problem solving Skills	3.22	0.673	4
5. Leadership Skills	3.12	0.811	5

From the table 1, the findings reveal that there are five important skills required to be an effective higher education office manager of the campus of Suan Sunandha Rajabht University, Bangkok, Thailand. First, “Communication skills” was rated as number one with the mean of 3.87 and standard deviation of 0.854. Second, “People skills” was rated as number two with the mean of 3.73 and standard deviation of 0.881. Third, “Organizing skills” was rated as number three with the mean of 3.45 and standard deviation of 0.792. Fourth, “Problem solving skills” was rated as number four with the mean of 3.22 and standard deviation of 0.673. Finally, Fifth, “Leardership skills” was rated as number five with the mean of 3.12 and standard deviation of 0.811.

Suggestions

From the study, it found that there are five important skills of effective higher education office manager in the campus of Suan Sunandha Rajabhat University. The suggestions from this study is to focus on expanding these skill factors to be an effective office manager of the higher education office. First is to have communication skills. It is important to sharpen the use communication skills with the management level and staff level and to both faculty member, staff members, and students. Second is to have problem solving skills. It is important to solve everyday problems with discreating and fair according to the rules and the books. Third is to have organizing skill and business acumen skills. It is important to be able to allocate resources effectively to the high priority tasks and assignments to meet the goals and objectives of the office and the organization. Fourth is to work on to enhancing people skills. It is important to have these skills because the basic job is to work with human being both of own staff and customers. High people skills often make the job accomplished faster and easier. Finally, it is to practice to perfect of the leadership skill. Leadership skill is required to be a better office manager due to the fact that it is vital to have strong leadership to setting direction, aligning people, and providing motivation effectively.

Acknowledgement

The author of this research would like to thank Institution of Research and Development, Suan Sunandha Rajabhat University for their financial support. A big thank also goes to the respondents of this survey for their time and their kind sharing of knowledge, experience, and comments. Also, my appreciation goes to Asst. Prof. Dr. Kevin Wongleedee, Director of

Institute of Lifelong Learning Promotion and Creativity, for his proof reading of this manuscript. Thiraphon Chanthra.

References

- Akan, P. (1995). Dimensions of Service Quality: A Study in Istanbul. *Managing Service Quality*. 5(6): pp. 39-43.
- Areerak Priyaphon & Chomchom Narumon (2009). English Camp: Staff and Students' Level of Satisfaction. The ICBTS 2019 London
- Barsky, J.D. (1992). Customer Satisfaction in the Hotel Industry: Meaning and Measurement. *Hospitality Research Journal*, 16(1): pp.51-73.
- Bilsen Bilgili & Sevtap Ünal (2008). "Kano Model Application for Classifying the Requirements of University Students", MIBES Conference. pp.31-46.
- Chomchom Narumon (2019) Personality Development and image improvement: A case of internship students. Proceeding of International conference on Business Education Social Sciences tourism and technology. ICBTS2019.
- Chanthra, Thiraphon, Chomchom Narumon (2019) Key management factors and success for office management. Proceeding of International conference on Business Education Social Sciences tourism and technology. ICBTS2019.
- Edvardsson, B., A. Gustafsson, et al. (2000). *New Service Development and Innovation in the New Economy*. Lund, Studentlitteratur.
- Ekinci 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.
- Girdwichai, Luedech, Wongleedee Kevin (2019) Eight universal laws off leadership: A case of higher education. Proceeding of International conference on Business Education Social Sciences tourism and technology. ICBTS2019.
- Leigh, Andrew. (2012). *The Essential of Management: Everything you need to succeed as a new manager*. Pearson Education Limited: Singapore.
- Pengsuriya Nuchanart & Phawitpiriyakliti Chaithanaskorn (2019). Satisfaction and English Training Improvement. The ICBTS 2019.
- 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.
- Ployong Nat, Ketchaya Sirilak (2019) Quality Enhancement of Information Tehnology Training Program. Proceeding of International conference on Business Education Social Sciences tourism and technology. ICBTS2019
- Rungsong, Pongsak, Chomchom Narumon (2019) Success of personality development training. Proceeding of International conference on Business Education Social Sciences tourism and technology. ICBTS2019.
- Rungrisawat Somdech (2019) Campus Activities and Communication Enhancement. Proceeding of International conference on Business Education Social Sciences tourism and technology. ICBTS2019.
- Yotrawat Benjawan & Rungrisawat Somdech (2019). Vitalities of Senior Customers for Tourism Industry. The ICBTS2019 London
- 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.
- 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.