

# PERSONNEL DEMAND IN MEDIUM-SIZED PRINTING BUSINESS IN RECESSION

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## ABSTRACT

This research aims to study the personnel demand in medium-sized printing business in recession. The samples in this study are all the medium-sized printing businesses in Dusit district, Bangkok. The research instrument used for collecting data is questionnaire. Statistics used in analyzing are percentage, mean and standard deviation.

From the research, it is found that:

1) The result of personal data study shows that the samples have got bachelor's degree accounted for 58 percentage. Most of the businesses have run for 10 years accounted for 40 percentage.

2) The result of personnel demand in medium-sized printing business mean shows that it is in average ( $\bar{X} = 3.23$ ) and personnel demand in printing work needs printing controller in high-level ( $\bar{X} = 4.58$ ).

**Keyword:** personnel demand, medium-sized printing business, recession

## INTRODUCTION

Printing business has an important role to combine the communication. But, a few years ago it faced something challenging in the printing industry like depression which tended to change to digital system in high-increasing level and the traditional business of publishing business works were decreasing. So, the publishers need to evolve new strategies to choose the new technology and adjust business structure to gain more profit and survive in printing industry. Nowadays, printing industry is in the time of changing following the economical condition and new technology that has effects to exporting and printing consumption in the country which cause the problem to printing industry a lot as the tendency of changing to digital system is increasing and the business model is also used to produce using traditional manufacturing process of the printing business, they are demanding workloads, reduced consumer demand is decreased as well. So, entrepreneurs must create new strategies, processes and business models and they may bring new technologies into the business to survive in the printing industry, but it is also the problem of financing to purchase machinery equipment used in the business which causes the problems to the entrepreneurs. In the same way the investors must also adapt in accordance with market trends, industry and competitors to remain in the competition, and create a product as the needs of consumers for profit, and the survival of the business. Personnel is important for the printing business because people who work for the recruitment of administrative staff to work, it is what entrepreneurs need to consider the current economic conditions very seriously that businesses are faced with a lot of new technologies to benefit the organization and also consistent with the current situation that makes entrepreneurs need to fix and find ways to get the personnel or human resource development needed to reduce the rate of increase of non-essential personnel.

As a result, the researcher is interested to study personnel requirements in the personnel demand in medium-sized publishing business in recession to be useful to the entrepreneurs. It can be deployed or planning personnel with each investor effectively and according to the needs of entrepreneurs facing with the same problems.

## OBJECTIVE

To study the personnel demand in medium-sized publishing business in recession

## METHODOLOGY

Population and Samples

1. Population

The population used in this research is all the medium-sized printing business entrepreneurs in Dusit district, Bangkok.

## RESEARCH INSTRUMENT

Types of research instrument:

Part 1 is questionnaire about general information of printing business which is check list type.

Part 2 is questionnaire about personnel demand in printing business which is rating scale and open-end questions.

For the research instrument creation, the researcher executed as follows:

1. Study of the documents and other related research as the guideline to create the questionnaire
2. Create the questionnaire that covers the research objective.
3. The researcher conducted assessment and present to 3 experts of printing technology to verify the accuracy of the content, quantity and evaluate the consistency of the questions with the objective, then calculated to find the IOC consistency value. The researcher tried out the questionnaire to show the reliability without the samples who printing business employees to prove each question in each part of the study. Then, the researcher uses this questionnaire to the actual samples.

## DATA COLLECTING

The researcher collected the data from medium-sized printing business entrepreneurs in Dusit district, Bangkok, by using the questionnaire and bring it back to the next analysis. For the analysis, researcher uses the data obtained from the questionnaire to verify completeness and accuracy, then analyzes all the data by computer.

## RESULTS

Part 1: Personal data of the samples

The result of personal data study shows that the samples have got bachelor's degree accounted for 58 percentage. Most of the businesses have run for 10 years accounted for 40 percentage.

Part 2: Personnel demand in medium-sized business in recession.

**Table 1**  
**Education level**

<b>Education level</b>	<b>percentages</b>
Vocational Certificate	33
Diploma/High Vocational Certificate	46
Bachelor Degrees	58
Master Degrees	25

From the table 1, The results of the study of the respondents found that Most entrepreneurs have a bachelor's degree, 58 percentages of the lower-level vocational, 46 percentages of vocational certificate, 33 percentages and master's degree, 25 percentages.

**Table 2**  
**Business period**

<b>Business period</b>	<b>percentages</b>
5 year	35
10 year	66
15 year	47
20 year	15

From the table 2, The results of the study of the respondents found that Most entrepreneurs. The duration of business operations is 10 years, the highest of 66 percentages, followed by the business period of 15 years, 47 percentages, the business duration of 5 years, 25 percentages and the business duration of 20 years, 15 percentages.

**Table 3**  
**Personnel demand in printing business**

<b>Personnel Demand in Medium-sized Business</b>	$\bar{X}$	SD	<b>Demanding Scale</b>
Pre-printed work			
1. Graphic designer	2.50	0.81	little need
2. Proofreader	2.30	0.71	little need
3. Mold preparing staff	3.14	0.72	moderate
In-ordered work			
1. Offset printing technician	4.20	0.76	extensive need
2. Printer controller	4.58	0.81	very extensive need
3. Mold technician	3.59	0.62	extensive need
Post-printed work			
1. Bounding staff	2.63	0.45	moderate
2. Coating and sealing staff	2.83	0.30	moderate
3. Dicutting staff	3.29	0.60	moderate
Total	3.23	0.81	moderate

From the table 3, the result of the study of personnel demand in medium-sized business mean is moderate ( $\bar{X} = 3.23$ ). The personnel demand in pre-printed work with descending order is mold preparing staff ( $\bar{X} = 3.14$ ), the next below are graphic designer ( $\bar{X} = 2.50$ ) and proofreader ( $\bar{X} = 2.30$ ). The personnel demand in in-ordered work with descending order is printer controller ( $\bar{X} = 4.58$ ). The next below are offset printing technician ( $\bar{X} = 4.20$ ) and mold technician ( $\bar{X} = 3.59$ ). The personnel demand in post-printed work with descending order is dicutting staff ( $\bar{X} = 3.29$ ). The next below are coating and sealing staff ( $\bar{X} = 2.83$ ) and bounding staff ( $\bar{X} = 2.63$ ).

### DISCUSSION

From the research “Personnel Demand in Medium-sized Printing Business in Recession”, it can be discussed as follows:

1. When analyzing the personnel demand of medium-sized printing business entrepreneurs in Dusit district, Bangkok, the overall is moderate. Personnel demand of in-ordered printing work needs printing controller with a very extensive need which is related to the research of Weera Chotithammaporn (B.E. 2550). The tendency in staff hiring in pre-printed work in printing business in 1 – 3 years is 57.8 percent and is related to the research of Sonthaya Pangsrison (B.E. 2556) that it mostly tends to hire staff in industrial management technology without qualifying gender with the age of 20 – 25 years old, bachelor’s degree and no need experience.

2. The most qualifications of the staff needed is found that the first place is industry manager should have knowledge of manufacturing. The second is the manager should have knowledge of quality and quality control.

3. The ability of staff in industrial management technology that is additionally qualified is mostly needed computer literacy which is not related to the research of Kanchana Thongtat (B.E. 2555) that the entrepreneurs in Ladkrabang Industrial Estates mostly give importance on logistic activities in overall a very extensive need and require staff proceeding the customer’s purchase order the most. The next below is inventory management. For the difference of 5 types of industries requirement, it is prior to logistic staff.

### RECOMMENDATION

1. Study the personnel demand in small-sized printing business in the present.
2. Study the adaptation of printing business in recession.

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