

CAMPUS ACTIVITIES AND COMMUNICATION ENHANCEMENT

Asst. Prof. Dr. Somdech Rungrisawat

Suan Sunandha Rajabhat University, Bangkok, Thailand

*E-mail: [*somdech.ru@ssru.ac.th](mailto:somdech.ru@ssru.ac.th)*

ABSTRACT

In modern globalization, it is vital for offices in every faculty of Suan Sunandha Rajabhat University to use communication tools effectively to boost up the productivity and enhance decision making. The effective communication tools must include speed, privacy, security, power, ease of use, specific feature, and state-of-the-art technology. Some communication tools are productive but many are less than productive in terms of time, cost, and decision making. To ensure that the communication tools are feasible in terms of its practical usages of communication in office, the university needs to have a balance of these qualities. The objectives of this study were to examine the level of satisfaction with the balance of the qualities of effective communication tools as well as to suggest ways to improve the communication tools in the future.

This study employed both quantitative and qualitative research technique in order to provide answers for the research questions and research objectives. A total of 400 staff who were in office in various faculties of university at the first quarter of the year 2018 was interviewed. Data collection was conducted to capture their information, opinions, and comments. About eight of office managers was randomly selected to conduct an in-depth interview to obtain more insight information of how to improve communication tools. Statistical description and analysis were done by utilizing SPSS program and Excel program. Percentage, frequency, mean, and standard deviation were used for data analysis and for achieving results. The findings of this investigation revealed that the majority of staff who works with internal staff in the office had a high level of satisfaction with a mean of 4.76 on the balances of the qualities of communication tools. However, the majority of staff who works with committee members has only a medium level of satisfaction with a mean of 3.37 on the outcome of using communication tools. Suggestion from the study included implementing the reengineering process of communication tools to achieve better results of generate information, sharing information, and provide vital information for making decisions. Also, there should be the use the guidelines for balancing qualities of communication tools to make certain that the results and the outcome of implement communication tools ends with high productivity.

Keyword: Organization, Communication Tools, Productivity, Decision Making

Introduction

The high and effective communication is vital for developing and strengthening the relationship between an organization and its stakeholders. Communication skills is a necessary managerial skill. An effective communication refers to the ability to convey information, thought of ideas to create share and positive understanding between senders and receivers with essential elements such as clarity, relevancy, accuracy, and with purpose. In modern business and education, certainly it is necessary to realize the importance of effective communication. High performances of higher education organizations need to possess the right skills and high ability in this area which may causes positive attitude and working environment, high productivity, and good decision making. Whereas, in many low performances of higher education organizations often have problems of weak communication which causes problems of poor productivities, poor decision makings, and low growth rate. The ineffective communication is not only the inability to communicate and persuade the employees and stakeholders to understand and to take the right actions, but also includes using illegal tactics of miscommunication, telling half trues, flattery, swapping favors, repetition, manipulating emotions, false comparisons, generating fears, unnecessary pressure, and creating negative attitudes and environment.

From many research studies, one of the most important ways to improve communication in an individual level is listening attentively since it a way to gain the full meaning of what being said and make other feel heard and understood. However, in the organization level is to gain feedback from employees which helps manager to understand the problems and be able to resolve it as quickly as possible. Feedback is an important ingredient of communication and can help organization run smoothly.

Therefore, the researcher is interested in investigating the level of satisfaction in communication in the campus of Suan Sunandha Rajabhat University in order to gain more understanding and providing some suggestions to enhance communication level in the campus. The five steps of this research include statement of problems, research objectives, data collection and data analyzing, findings and discussion, and suggestions.

Fig 1. Five Steps of Research

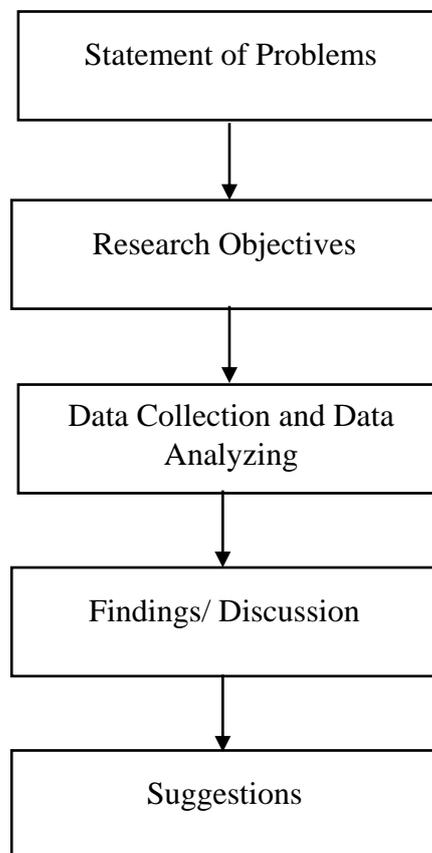


TABLE 1. LEVEL OF SATISFACTION OF COMMUNICATION
IN CAMPUS ACTIVITIES OF SUAN SUNANDHA RAJABHAT UNIVERSITY

	Mean	S.D.	Rank
Items			
1. Communication with internal office staff	4.76	0.957	1
2. Communication with faculty members	4.35	0.991	2
3. Communication with external office staff	3.85	0.824	3
4. Communication with students	3.42	0.897	4
5. Communication with management level	3.37	0.701	5
Overall	3.95	0.874	

Findings

From table 1, the level of satisfaction of communication of activities in campus of Suan Sunandha Rajabhat University can be reported the overall level of satisfaction has a mean of 3.95 with standard deviation of 0.874 which is not very high level. When evaluating item by item by using the mean average to rank the level of satisfaction, it found that “Communication with internal office staff” was rated as number one with the mean of 4.76 and standard deviation of 0.957. “Communication with faculty members” was rated as number two with the mean of 4.35 and standard deviation of 0.991. “Communication with external office staff” was rated as number three with the mean of 3.85 and standard deviation of 0.824. “Communication with students” was rated as number four with the mean of 4.42 and standard deviation of 0.897. Finally, “Communication with management level” was rated as number five with the mean of 3.37 and standard deviation of 0.701.

From the discussion with the focus group, it can be reported that the effective communication involved the closeness and freely communication. For instance, communication with internal office staff was rated with high level of satisfaction because they have a chance to communicate regularly and staff in the office must be communicate and in contact on a regular basis. Also, office staff often have a full and open sharing information. This approach of communication can build not only trust but also positively exchange information and feedback as well as creating overall relationship. The reason that the level of satisfaction of communication with students and committee members were low was due to the fact that it often was often not a two-ways communication such as from management level to staff, from staff to students. The communication is often directly from sender to receiver as an order, rule, and policy and without proper ways of exchanging or sharing information and comments and without any bond and feedback. The flow of information is the same as most of traditional bureaucratic government which may be ineffective in the fast-changing world of highly competitive and frenetic business environment of globalization.

Suggestions

In order to have effective communication in the campus of Suan Sunandha Rajabhat University, there are many vital suggestions from the study. First, there should be a proper training programs for effective communication and to have an implementation of the reengineering process of communication tools to achieve better results of generate information, sharing information, and provide vital information for making decisions. Second, there should be the use the guidelines for balancing qualities of communication tools to ensure that the results and the outcome of implement communication tools ends with high productivity. Third, there should be a full and open door two ways of exchanging and sharing information, and certainly with attention paid to sensitive information. Fourth, there should be a way to do research to build bond, trust, as well as to understand the feedback of staff, faculty members, staff members, students, committee, and university stakeholders. Finally, there should a promote of positive communication as well as crate a positive environment for open and effective communication.

Acknowledgement

The researcher of this study would like to thank Institution of Research and Development, Suan Sunandha Rajabhat University for their financial support to present this paper. The big thanks also go to the respondents of this survey at the main campus of Suan Sunandha Rajabhat University for their time to sharing knowledge, experiences, and comments. Also, my deep appreciation goes to Asst. Prof. Dr. Kevin Wongleedee, Director of Institute of Lifelong Learning Promotion and Creativity, for assisting in this research study.

References

- Adee Athiyaman (2004). "Antecedents and Consequences of Student Satisfaction with University Services: A Longitudinal Analysis", *Academy of Marketing Studies Journal*, January.
- Anderson (1973), "Consumer Dissatisfaction: The Effect of Disconfirmed Expectancy on Perceived Product Performance". *Journal of Marketing Research*: Vol.10 (2), pp.38-44
- Anderson, Eugene W., & Sullivan, Mary W. (1993). "The Antecedents and Consequences of Customer Satisfaction for Firms," *Marketing Science*, Spring, p. 129.
- lict. Vol. 7(2). p.42.
- Dawes, R., D. Singer & Lemons, P. (1972), "An experimental Analysis of the Contrast Effect and its Implications for Intergroup Communication and Indirect Assessment of Attitude." *Journal of Personality and Social Psychology*, 21(3), 281-295.
- Festinger, L. (1957). *A Theory of Cognitive Dissonance*. Stanford, CA: Stanford University Press.
- Hovland, C., O. Harvey & M. Sherif (1957). "Assimilation and contrast effects in reaction to communication and attitude change. *Journal of Abnormal and Social Psychology*, 55(7), 244-252.
- Lee H., Lee Y., Yoo D. (2000). "The determinants of perceived quality and its relationship with satisfaction", *Journal of Services Marketing*, Vol.14, No.3.
- Leigh, Andrew. (2012). *The Essential of Management: Everything you need to succeed as a new manager*. Pearson Education Limited: Singapore.
- Luo, Xueming and C.B. Bhattacharya (2006). "Corporate Social Responsibility, Customer Satisfaction, and Market Value", *Journal of Marketing*, Vol.70, pp.1-18.
- 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.
- Wongleedee, Kevin (2016). "Important Motivation Factors for Foreign Reinvestment in Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No. 6 (180) 2016.
- Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty Programs Development: The Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.
- Yoo, D.K. & Park, J.A. (2007). Perceived service quality – Analyzing relationships among employees, customers, and financial performance. *International Journal of Quality & Reliability Management*, 21(9): pp.908-926.
- Zeithaml, V.A. Berry, L.L.O. and Parasuraman, A. (1993). "The nature and determinants of customer expectations of service", *Journal of the Academy of Marketing Science*, Vol.21 No.1, p.4.