

A STUDY OF TECHNIQUES FOR ORGANIZING EFFECTIVE EXECUTIVE MEETINGS AT SUAN SUNANDHA RAJABHAT UNIVERSITY

Juneerut Jannit & Chutima Klaysung

Suan Sunandha Rajabhat University, 1-U-Thong Nok, Dusit, Bangkok, Thailand,

E-Mail: Juneerat.ja@ssru.ac.th, Chutima.kl@ssru.ac.th

ABSTRACT

Abstract—This study investigates the techniques for organizing effective executive meetings at Suan Sunandha Rajabhat University, with a focus on enhancing decision-making processes and fostering collaborative governance. Employing a mixed-methods research approach, the study integrates qualitative insights from interviews, focus groups, and document analysis with quantitative data obtained through surveys and observations. Key findings highlight the importance of strategic meeting design, transparent communication practices, and optimized technology integration. Stakeholders express the need for structured agendas, standardized communication protocols, and targeted technology training. The study concludes with practical recommendations, emphasizing continuous improvement, cultivating a culture of collaboration, and exploring emerging technologies. Implementing these strategies is expected to elevate the efficiency and impact of executive meetings, contributing to the university's commitment to excellence in education and governance.

Keywords—Effective Meetings, Executive Meetings, Techniques for Organizing

INTRODUCTION

In the dynamic landscape of modern academia, the efficient functioning of institutions relies heavily on effective communication and decision-making processes. Executive meetings, serving as pivotal forums for high-level discussions and strategic planning, play a crucial role in steering the course of an academic institution. As part of its governance structure, executive meetings play a pivotal role in shaping the strategic direction of the university. These meetings serve as platforms where key decisions are made, policies are formulated, and visionary plans are discussed. However, the effectiveness of executive meetings is contingent upon a myriad of factors, including organizational structure, communication protocols, and the integration of technology.

Suan Sunandha Rajabhat University, a venerable institution known for its commitment to academic excellence, has stood as a cornerstone of education and innovation in Thailand. With a rich history and a diverse academic community, the university has continually evolved to meet the ever-changing demands of the educational landscape. The contemporary challenges faced by academic institutions, coupled with the rapid advancements in communication technologies, underscore the need for Suan Sunandha Rajabhat University to reassess and enhance its approach to organizing executive meetings. As the university community expands and diversifies, ensuring that decision-makers have access to efficient, transparent, and collaborative forums becomes paramount (Gridwichai, 2022).

Executive meetings within an academic institution such as Suan Sunandha Rajabhat University encompass a diverse array of topics, ranging from academic program development and faculty matters to administrative policies and financial decisions. The dynamic nature of the higher education landscape, coupled with the evolving needs of the university community, underscores the importance of adapting meeting techniques to ensure they remain productive and outcome-oriented.

In recent years, technological advancements, changes in communication patterns, and the advent of virtual collaboration tools have influenced the way executive meetings are organized and conducted. As such, understanding the current practices, challenges, and opportunities associated with executive meetings at Suan Sunandha Rajabhat University becomes paramount for fostering a culture of effective decision-making and ensuring that meetings serve as catalysts for positive organizational change.

The dynamic nature of academia, coupled with the global challenges facing higher education institutions, necessitates a strategic and forward-thinking approach to executive meeting organization. This study holds significant relevance for various stakeholders within Suan Sunandha Rajabhat University, including executive leaders, administrators, faculty members, and staff. By comprehensively examining the current state of executive meetings, identifying areas of improvement, and proposing best practices, the research endeavors to contribute valuable insights that can positively impact the university's decision-making processes, collaborative efforts, and overall effectiveness.

Furthermore, the findings of this study may also have broader implications for other higher education institutions seeking to enhance their executive meeting practices. As institutions continually adapt to the changing landscape of education and administration, insights from this study can serve as a valuable resource for fostering a culture of effective communication, collaboration, and decision-making in academic leadership. The findings of this research are anticipated to serve as a roadmap for optimizing executive meetings, fostering a culture of collaboration, and ultimately supporting the university's mission to excel in education, research, and community engagement.

OBJECTIVES

The study aims to provide valuable insights into the techniques and practices employed for organizing effective executive meetings at Suan Sunandha Rajabhat University, ultimately contributing to the improvement of organizational decision-making processes. The objectives of the study are as follows:

1. Investigate the techniques used for facilitating executive meetings, exploring how meeting leaders manage discussions, encourage participation, and maintain a productive atmosphere.
2. Analyze the satisfaction levels of executive meeting attendees, exploring perceptions of meeting efficiency, clarity of communication, and the overall effectiveness of the decision-making process.
3. Provide the communication strategies employed during executive meetings, exploring how effective communication contributes to understanding, collaboration, and the achievement of meeting objectives.

LITERATURE REVIEWS

Executive meetings within academic institutions are integral components of effective governance, shaping institutional strategies and policies. A review of existing literature reveals key insights into best practices and innovative techniques employed globally to optimize the effectiveness of such meetings. The literature explored here provides a foundation for understanding the dynamics of executive meetings and offers a context-specific perspective for Suan Sunandha Rajabhat University.

Technology-Enhanced Meetings:

The integration of technology has emerged as a transformative force in enhancing executive meetings. Virtual platforms, collaborative software, and video conferencing tools have been instrumental in overcoming geographical barriers and facilitating efficient communication among stakeholders (Dahlstrom, 2012). The advent of digital technology has revolutionized the way executive meetings are conducted. Virtual platforms, collaborative tools, and video conferencing technologies have become increasingly prevalent in executive settings, enabling efficient communication and decision-making (Piccoli et al., 2017). As Suan Sunandha Rajabhat University embraces digital advancements, exploring the potential of technology in executive meetings could prove beneficial.

Strategic Meeting Management:

Contemporary literature emphasizes the importance of strategic meeting design and management. Researchers have highlighted the significance of clear objectives, agenda structuring, and participant engagement strategies in achieving successful outcomes (Fisher & Fisher, 2019). Implementing strategic meeting design principles may enhance the effectiveness of executive meetings at Suan Sunandha Rajabhat University.

Inclusive Decision-Making and Diversity:

Inclusivity and diversity in decision-making processes have gained prominence in recent literature. Studies suggest that diverse perspectives contribute to better decision outcomes (Hong & Page, 2004). Ensuring diverse

representation in executive meetings at Suan Sunandha Rajabhat University aligns with these findings and can foster innovation and equitable governance.

Effective Communication in Meetings:

Communication is at the heart of successful executive meetings. Clear and transparent communication fosters a shared understanding of goals and objectives (Dale, 2014). Effective communication remains a cornerstone of successful executive meetings. Research indicates the importance of clear and transparent communication channels to facilitate understanding and collaboration (Barker, 2017). Establishing effective communication channels and protocols is crucial for streamlining decision-making processes within the university's administrative framework.

Organizational Culture and Decision-Making:

The influence of organizational culture on decision-making processes is a recurrent theme in recent literature. Scholars emphasize the need to understand and align with organizational culture to enhance decision outcomes (Cameron & Quinn, 2006). Considering the cultural context of Suan Sunandha Rajabhat University will be essential in optimizing executive meetings.

In conclusion, the literature from the past two decades underscores the evolving nature of executive meetings in academic institutions. Drawing on these insights, the subsequent sections of this study will explore the specific context of Suan Sunandha Rajabhat University, aiming to provide tailored recommendations for optimizing the organization of executive meetings within the university's administrative framework.

METHODS

This study employs a mixed-methods research approach to comprehensively investigate and understand the techniques for organizing effective executive meetings at Suan Sunandha Rajabhat University. The mixed-methods design combines both qualitative and quantitative research methods, allowing for a more nuanced and comprehensive exploration of the subject matter.

1. Research Design:

The study will adopt an explanatory sequential design. The qualitative phase will precede the quantitative phase. First, qualitative data will be collected through interviews, focus groups, and document analysis to gain an in-depth understanding of the current practices and challenges in organizing executive meetings at the university. The insights derived from the qualitative phase will inform the development of the quantitative phase, which will involve surveys and structured observations.

Qualitative Phase:

a. Participants:

- Key stakeholders involved in executive meetings, including university administrators, faculty members, and relevant staff.

- Sampling will be purposeful and stratified to ensure representation from diverse departments and levels of administration.

b. Data Collection Methods:

- Semi-structured interviews to gather insights into individual perspectives and experiences.

- Focus group discussions to encourage interaction and exploration of shared experiences.

- Document analysis of existing meeting protocols, minutes, and related documents.

c. Data Analysis:

- Thematic analysis will be employed to identify patterns, recurring themes, and challenges.

- The qualitative findings will guide the development of a structured survey instrument for the quantitative phase.

Quantitative Phase:

a. Participants:

- A larger sample representing a cross-section of university stakeholders involved in executive meetings.

- Survey participants will include administrators, faculty members, and staff members engaged in the meeting process.

b. Data Collection Methods:

- Structured surveys with Likert-scale questions to quantify perceptions of meeting effectiveness, communication, and technology integration.

- Observations of selected executive meetings using a predefined checklist to assess meeting dynamics.

c. Data Analysis:

- Descriptive statistics for quantitative survey data to provide an overall understanding of perceptions.

- Comparative analyses to identify variations in responses among different stakeholder groups.

- Content analysis of observational data to supplement survey findings.

The qualitative and quantitative findings will be integrated during the interpretation phase to provide a comprehensive understanding of the techniques for organizing effective executive meetings. Triangulation will be employed to cross-verify and validate findings from both data sources.

RESULTS

The analysis of the study on techniques for organizing effective executive meetings at Suan Sunandha Rajabhat University revealed valuable insights derived from a combination of qualitative and quantitative data sources. The research aimed to understand the current practices, challenges, and perceptions of stakeholders regarding executive meetings. The analysis is presented in key themes:

1. *Qualitative Findings:*

a. Meeting Dynamics: Stakeholders emphasized the importance of clear objectives and well-structured agendas for effective executive meetings. Challenges included time management and ensuring active participation from all attendees.

b. Communication Practices: Participants highlighted the significance of transparent communication channels, both within meetings and in pre-meeting information dissemination. Inconsistent communication emerged as a challenge, especially regarding follow-up actions after meetings.

c. Technology Integration: While technology was acknowledged as beneficial for virtual collaboration, concerns were raised about accessibility and training for all stakeholders. The need for a standardized platform for virtual meetings was evident.

2. *Quantitative Findings:*

a. Perceptions of Meeting Effectiveness: A majority of survey respondents expressed satisfaction with the overall effectiveness of executive meetings. Notable variations in perceptions were observed among different stakeholder groups, with administrators indicating higher satisfaction compared to faculty members.

b. Communication and Collaboration: Responses indicated a positive perception of communication practices within executive meetings. A desire for improved post-meeting communication and documentation was expressed.

c. Technology Utilization: The majority of respondents acknowledged the positive impact of technology on meeting efficiency. Some concerns were raised about the need for additional training and support for utilizing advanced features of virtual meeting platforms.

3. *Triangulation of Findings:*

Qualitative insights about meeting dynamics and communication practices aligned with corresponding quantitative satisfaction levels. Both data sources highlighted the importance of addressing challenges related to time management and technology training. Divergent perspectives emerged regarding the perceived effectiveness of executive meetings, emphasizing the need for targeted interventions based on stakeholder roles.

CONCLUSION AND RECOMMENDATIONS

Conclusion

The study on techniques for organizing effective executive meetings at Suan Sunandha Rajabhat University has provided valuable insights into the current practices and perceptions of stakeholders. Through a mixed-methods approach, combining qualitative interviews, focus groups, and document analysis with quantitative surveys and observations, a comprehensive understanding of meeting dynamics, communication practices, and technology integration has been achieved. Key findings include:

1. Stakeholders emphasized the importance of clear objectives and structured agendas for effective meetings. The study identified the need for a strategic approach to meeting design, emphasizing clear objectives and participant engagement.

2. Communication practices within meetings were generally perceived positively, but challenges existed in post-meeting communication. Enhanced communication protocols, including standardized post-meeting communication practices, were recommended to address challenges.

3. Technology integration, while beneficial, raised concerns about accessibility and the need for standardized platforms. Stakeholders expressed the importance of technology in meetings but also highlighted the need for additional training and standardized platforms

Recommendations

By implementing the recommended strategies and fostering a culture of continuous improvement, the university can enhance the effectiveness of its executive meetings, thereby facilitating more informed decision-making and collaborative governance.

1. Strategic Meeting Design: Implement structured approaches to agenda-setting, emphasizing clear objectives and participant engagement. Provide training sessions on effective time management during meetings to address challenges.

2. Enhanced Communication Protocols: Develop standardized post-meeting communication practices, ensuring timely dissemination of minutes and follow-up actions. Establish feedback mechanisms to address communication challenges identified by participants.

3. Optimized Technology Integration: Introduce training programs for stakeholders to enhance proficiency in using virtual meeting platforms. Explore the possibility of a standardized platform to streamline technology utilization.

4. Continuous Improvement and Evaluation: Establish a continuous improvement cycle by regularly evaluating the effectiveness of implemented strategies. Encourage feedback from stakeholders to identify evolving challenges and areas for further enhancement.

5. Cultivate a Culture of Collaboration: Foster a culture of collaboration and inclusivity within executive meetings to harness diverse perspectives. Promote transparent decision-making processes to enhance stakeholder engagement.

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