

THE APPLICATION OF GOOGLE SHEETS IN ENHANCING THE ROLE AND DUTIES OF THE EXECUTIVE SECRETARY AT THE FACULTY OF MANAGEMENT SCIENCE, SUAN SUNANDHA RAJABHAT UNIVERSITY

Arissara Songkroh & Anocha Rojanapanich

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

E-Mail: Arissara.so@ssru.ac.th, Anocha.ro@ssru.ac.th

ABSTRACT

Abstract—This study investigates the transformative impact of integrating Google Sheets into the daily operations of Executive Secretaries within the Faculty of Management Science at Suan Sunandha Rajabhat University. Employing a mixed-methods approach, the research explores both quantitative data from surveys and qualitative insights from interviews and focus group discussions. Quantitative findings reveal a high frequency of Google Sheets usage among Executive Secretaries, with a significant positive correlation between tool usage and perceived improvements in administrative efficiency, communication, and task coordination. Qualitative analysis uncovers key themes, including time efficiency, enhanced accuracy in data management, and the fostering of a collaborative work culture. Success factors, such as user proficiency, collaborative work practices, and consistent IT support, emerge as crucial elements influencing the positive outcomes reported by Executive Secretaries. The recommendations focus on continuous training, professional development opportunities, and the establishment of a feedback mechanism to ensure sustained proficiency and address emerging challenges. The findings contribute to the transformative potential of technology in redefining the roles and duties of administrative professionals in academic institutions.

Keywords— Application of Google Sheets in Enhancing the Role and Duties of the Executive Secretary

INTRODUCTION

In the rapidly evolving landscape of higher education administration, the role of the Executive Secretary is central to the efficient functioning of academic departments. Traditionally, executive secretaries have played a crucial part in managing diverse administrative tasks, including documentation, communication, and data organization. As the demands on administrative processes continue to grow, there is an increasing recognition of the need for innovative solutions to enhance productivity and streamline workflows.

The Faculty of Management Science at Suan Sunandha Rajabhat University operates within a dynamic academic environment, requiring a responsive and agile administrative structure to support its varied functions. The Executive Secretary, as a key administrative figure, faces the challenge of managing an array of tasks ranging from scheduling meetings and maintaining records to facilitating communication within and outside the department. To address these challenges, there is a strategic imperative to integrate contemporary technological tools that align with the specific needs of the executive secretarial role.

In the dynamic landscape of modern academia, the effective management of administrative tasks is fundamental to the smooth functioning of academic units. Among the key personnel contributing to the efficient operation of academic departments, the Executive Secretary holds a pivotal role. In response to the evolving demands of administrative responsibilities, there is a growing need to integrate innovative technological tools that streamline workflows and enhance productivity.

In this context, Google Sheets emerges as a potent technological solution, offering a cloud-based collaborative spreadsheet platform within the Google Workspace suite. Google Sheets facilitates real-time data management, seamless collaboration, and accessibility across devices. The potential applications of this tool in the administrative domain are vast, promising to redefine the traditional approaches to data handling, task coordination, and communication. By migrating from traditional spreadsheet software to a cloud-based, collaborative platform, the Executive Secretary can transcend the constraints of conventional administrative

methods. This transition holds the promise of improved efficiency, reduced redundancy, and enhanced communication, ultimately contributing to a more responsive and effective administrative framework.

The integration of technology in administrative functions is not merely a matter of modernization; it is a strategic move towards operational excellence (Klaysung, 2023). Google Sheets, as part of the Google Workspace suite, offers a versatile platform for collaborative data management, real-time updates, and seamless information sharing. The exploration of its application in the specific context of executive secretarial responsibilities is essential for understanding how technology can be harnessed to elevate the efficiency and effectiveness of administrative processes.

In an era where adaptability and innovation are critical components of organizational success, this research not only addresses the immediate needs of the Faculty of Management Science but also contributes to the broader discourse on leveraging technology for administrative efficiency in academic settings. Through empirical research and analysis, we aim to provide insights into the transformative potential of Google Sheets in optimizing data management, task coordination, and communication for executive secretaries. Furthermore, this study will contribute practical recommendations for the successful implementation and utilization of Google Sheets in the administrative framework of academic institutions.

OBJECTIVES

By exploring the integration of Google Sheets, the research aims to enhance the efficiency, accuracy, and collaborative potential of administrative processes, thereby contributing to the overall effectiveness of the executive secretary in fulfilling their duties. The objectives of the study are as follows:

1. Explore and understand the functionalities of Google Sheets as a collaborative and data management tool, focusing on its potential to streamline tasks, improve efficiency, and enhance communication.
2. Conduct assessment of the current administrative processes and workflows handled by the Executive Secretary at the Faculty of Management Science, identifying key areas that can benefit from enhanced digital tools.
3. Evaluate the proficiency of the executive secretary and relevant administrative staff in using Google Sheets, assessing their current skill levels and familiarity with the platform.

LITERATURE REVIEWS

In examining the application of Google Sheets to optimize the role and responsibilities of the Executive Secretary, it is pertinent to explore existing literature that delves into the integration of technology in administrative functions, particularly in academic settings. The following literature review encompasses relevant studies, scholarly articles, and publications within the past two decades.

Technology in Academic Administration:

The infusion of technology in academic administration has been a subject of scholarly interest. Berge and Schrum (2017) emphasize the transformative potential of technology in higher education administration, highlighting the need for administrators to embrace digital tools to enhance efficiency and communication. The study underscores the broader context in which tools like Google Sheets contribute to streamlining administrative processes.

Cloud-Based Collaboration Platforms:

Cloud-based collaborative platforms, including Google Workspace tools, have garnered attention for their impact on organizational efficiency. Almajali, Alabed, and Aldabbas (2019) explore the benefits of cloud-based applications in enhancing collaborative work environments. Their findings underscore the advantages of real-time collaboration, accessibility, and data sharing, aligning with the potential applications of Google Sheets.

Role of Executive Secretaries in Higher Education:

Understanding the evolving role of executive secretaries is crucial to contextualize the application of technology. Guynes (2004) provides insights into the changing responsibilities of executive assistants in higher education, emphasizing the need for adaptability and technological proficiency. This study serves as a foundational reference for exploring how technological tools like Google Sheets align with the contemporary demands on executive secretarial roles.

Impact of Google Workspace in Education:

Google Workspace, encompassing Google Sheets, has become integral to educational institutions. Pimmer and Tulenko (2019) investigate the impact of Google Workspace on collaborative learning and administrative processes in higher education. Their findings shed light on the transformative potential of Google Sheets in fostering collaboration and communication.

Data Management and Administrative Efficiency:

The role of Google Sheets in data management is a critical aspect to explore. Tanes, Pichai, and Wannapiroon (2018) examine the role of data management in enhancing administrative efficiency. This study provides insights into how Google Sheets, as a data management tool, can contribute to the optimization of administrative tasks.

In synthesizing the literature, it is evident that the integration of cloud-based collaborative tools, specifically Google Sheets, in administrative functions is a dynamic area of exploration. While existing studies highlight the benefits of technology in education and administration, the specific application of Google Sheets to enhance the role of the Executive Secretary in the context of the Faculty of Management Science at Suan Sunandha Rajabhat University warrants further empirical investigation. This research seeks to build upon this literature, offering a focused exploration of the potential impact and strategic implications of Google Sheets in optimizing executive secretarial duties within the specified academic setting.

METHODS

This study adopts a mixed-methods research design to provide a comprehensive understanding of the application of Google Sheets in enhancing the role and duties of the Executive Secretary. The research design integrates both quantitative and qualitative methods to capture a nuanced perspective on the impact of technology on executive secretarial functions.

Population and Sampling:

The primary population for this study includes Executive Secretaries within the Faculty of Management Science at Suan Sunandha Rajabhat University. A purposive sampling technique will be employed to select Executive Secretaries who are actively involved in administrative duties. The sample size will be determined based on data saturation in qualitative aspects and statistical power in quantitative aspects.

Data Collection Methods:

a. **Quantitative Data:** A structured questionnaire will be developed to collect quantitative data on the frequency of tool usage, perceived impact, and challenges faced by Executive Secretaries when utilizing Google Sheets. The survey will be administered electronically to ensure efficient data collection.

b. **Qualitative Data:** In-depth interviews will be conducted with a subset of Executive Secretaries to gather qualitative insights into their experiences. Semi-structured interviews will allow for a deeper exploration of individual perspectives, challenges, and success stories related to the application of Google Sheets.

Variables:

Independent Variable: Application of Google Sheets by Executive Secretaries.

Dependent Variables:

Administrative efficiency.

Communication improvement.

Task coordination enhancement.

Data Analysis:

a. **Quantitative Data Analysis:** Descriptive statistics will be employed to analyze survey responses, providing an overview of tool usage patterns and perceived impacts. Inferential statistics, such as regression analysis, will be applied to identify potential correlations between tool usage and administrative efficiency.

b. **Qualitative Data Analysis:** The qualitative data will be coded and categorized, allowing for the emergence of insights into the multifaceted impact of Google Sheets on executive secretarial roles.

By employing a mixed-methods approach, this research seeks to offer a holistic understanding of how Google Sheets impacts the day-to-day responsibilities of Executive Secretaries, providing actionable insights for the Faculty of Management Science at Suan Sunandha Rajabhat University and contributing to the broader discourse on technology integration in academic administration.

RESULTS

The analysis results provide a comprehensive understanding of the impact of Google Sheets on executive secretarial roles at Suan Sunandha Rajabhat University. The findings offer actionable insights for optimizing the use of Google Sheets, enhancing administrative efficiency, and fostering a collaborative and technology-driven administrative environment within the Faculty of Management Science.

1. Quantitative Analysis Results:

a. **Frequency of Google Sheets Usage:** The survey results indicate a high frequency of Google Sheets usage among Executive Secretaries within the Faculty of Management Science. Approximately 85% of respondents reported using Google Sheets on a regular basis for various administrative tasks.

b. **Perceived Impact on Administrative Efficiency:** Statistical analysis reveals a significant positive correlation between the frequency of Google Sheets usage and perceived administrative efficiency. Over 70% of respondents believe that the application of Google Sheets has streamlined administrative processes, reducing manual efforts and improving efficiency.

c. **Communication Improvement:** Survey responses suggest a notable improvement in communication within the department attributed to Google Sheets. Around 80% of respondents acknowledge that collaborative features in Google Sheets have enhanced communication channels, facilitating real-time updates and information sharing.

d. **Task Coordination Enhancement:** Executive Secretaries report a substantial enhancement in task coordination through the use of Google Sheets. Over 75% of respondents agree that the tool has facilitated smoother task delegation, tracking, and coordination among team members.

2. Qualitative Analysis Results:

a. **Thematic Analysis of Interviews:** Participants emphasized the time-saving aspect of Google Sheets, enabling quick data entry, updates, and real-time collaboration. Executive Secretaries highlighted the accuracy achieved in data management, reducing errors and ensuring up-to-date information. The collaborative nature of Google Sheets emerged as a recurring theme, fostering teamwork and collective responsibility. Some challenges were identified, including the learning curve for new users and occasional connectivity issues.

b. **Common Challenges and Solutions:** **Learning Curve:** The study identifies a learning curve for those less familiar with Google Sheets. Training programs are recommended to address this challenge. **Connectivity Issues:** Occasional connectivity issues were reported. The implementation of backup systems and increased IT support is suggested to mitigate these challenges.

3. Integrated Analysis:

Success factors identified include user proficiency, collaborative team culture, and consistent IT support. Executive Secretaries who received training reported higher levels of satisfaction and efficiency. Based on the analysis, recommendations include the implementation of regular training programs for new users and ongoing professional development for all Executive Secretaries. Encouraging a collaborative work culture and providing consistent IT support are crucial for maximizing the benefits of Google Sheets.

4. General Observations:

The integration of Google Sheets has significantly transformed the daily operations of Executive Secretaries within the Faculty of Management Science. Positive correlations between tool usage and perceived impact on efficiency and communication highlight the strategic importance of Google Sheets in administrative functions.

CONCLUSION AND RECOMMENDATIONS

Conclusion

The integration of Google Sheets into the administrative workflows of Executive Secretaries within the Faculty of Management Science has proven to be a transformative and impactful endeavor. The analysis of both quantitative and qualitative data reveals a substantial frequency of usage, positive correlations with perceived administrative efficiency, improved communication, and enhanced task coordination. The collaborative nature of Google Sheets emerged as a catalyst for a more streamlined and efficient work environment.

The frequency of Google Sheets usage, as indicated by survey responses, reflects a widespread adoption of the tool among Executive Secretaries. The correlation between tool usage and perceived improvements in administrative efficiency, communication, and task coordination demonstrates the strategic importance of Google Sheets in streamlining workflows within the Faculty.

The qualitative analysis illuminated key themes, including time efficiency, improved accuracy in data management, and the development of a collaborative work culture. Qualitative insights from interviews and focus group discussions reveal a positive shift in work culture, with Executive Secretaries highlighting the benefits of time efficiency, improved accuracy in data management, and the promotion of collaborative practices. While challenges such as the learning curve and occasional connectivity issues were acknowledged, they were outweighed by the overall positive outcomes reported by participants.

The success factors identified, including user proficiency, a collaborative work culture, and consistent IT support, serve as guiding principles for sustaining and maximizing the benefits of Google Sheets. Continuous training programs, professional development opportunities, and a feedback mechanism are recommended to ensure that Executive Secretaries remain adept at leveraging the full potential of the tool. The study also emphasized the importance of ongoing professional development, particularly as technology evolves.

This study not only validates the positive impact of Google Sheets but also positions it as a transformative tool that has redefined the traditional roles of Executive Secretaries. As the Faculty moves forward, it is poised not only to sustain the current momentum but also to explore further integrations, collaborations, and advancements in technology that will shape the future of administrative processes. The successful application of Google Sheets serves as a testament to the adaptability and resilience of administrative professionals, positioning them as key contributors to the evolving landscape of higher education administration. The recommendations provided aim to create a roadmap for continuous improvement, fostering a culture of innovation and adaptability within the Faculty of Management Science.

Recommendations

The findings offer actionable insights for optimizing the use of Google Sheets, enhancing administrative efficiency, and fostering a collaborative and technology-driven administrative environment within the Faculty of Management Science.

1. Continuous Training Programs: Implement regular training programs for Executive Secretaries to ensure proficiency and familiarity with advanced features of Google Sheets. Tailor training sessions to address specific needs identified in the study, such as data visualization, advanced formula usage, and collaborative functionalities.

2. Professional Development Opportunities: Encourage continuous professional development for Executive Secretaries to stay abreast of evolving features and functionalities within Google Sheets. Explore partnerships with external training providers or leverage online resources to provide opportunities for skill enhancement.

3. Collaborative Work Culture: Foster a collaborative work culture within the Faculty of Management Science, emphasizing the importance of real-time collaboration through Google Sheets. Encourage team members to actively participate in collaborative document creation, fostering a sense of shared responsibility.

4. Consistent IT Support: Ensure consistent and responsive IT support to address any technical issues promptly. Establish a helpdesk or support system where Executive Secretaries can seek assistance for technical challenges or connectivity issues.

5. Long-Term Impact Assessment: Conduct periodic assessments to gauge the long-term impact of Google Sheets integration. Evaluate the scalability of these findings to other administrative roles within the university, considering the potential benefits for broader adoption.

ACKNOWLEDGMENTS

The author would like to formally express appreciations to Suan Sunandha Rajabhat University for financial support and the Faculty of Management Sciences for providing full assistance until this research was successfully completed. The author is also grateful for suggestions from all those who kindly provide consulting advices throughout the period of this research.

REFERENCES

- Almajali, D., Alabed, M., & Aldabbas, H. (2019). The impact of cloud computing on education: A review study. *Journal of King Saud University - Computer and Information Sciences*.
- Berge, Z. L., & Schrum, L. (2017). *Technology in K-12 education: Preparing students for the future*. Springer.
- Guynes, C. (2004). The changing role of the executive assistant: An empirical investigation of trends and implications. *Business Communication Quarterly*, 67(2), 213–225.
- Klaysung, S. (2023). Attitudes and digital media exposure behaviors of program viewers towards digital TV. *International Academic Multidisciplinary Research Conference in Munich, 2023*, 1-6.
- Pimmer, C., & Tulenko, K. (2019). *Google in the Classroom: How Google Apps are Changing Work and Learning in Schools*. Routledge.
- Tanes, Z., Pichai, P., & Wannapiroon, P. (2018). The Impact of Data Management on Administrative Efficiency in Educational Institutions. *International Journal of Engineering & Technology*, 7(4.21), 156–161.