

A STUDY OF FACTORS RELATED TO THE CAREER ADVANCEMENT DEVELOPMENT OF PERSONNEL AT DEMONSTRATION SCHOOL OF SUAN SUNANDHA RAJABHAT UNIVERSITY

Wachiraporn Na Phol¹ & Somkiat Korbuakaew²
Suan Sunandha Rajabhat University, Bangkok, Thailand.
E-Mail: wachiraporn.na@ssru.ac.th¹ & somkiat.ko@ssru.ac.th²

ABSTRACT

The purpose of this research was to study of factors related to the career advancement development of personnel at Demonstration School of Suan Sunandha Rajabhat University. It is a quantitative research study utilizing descriptive statistics. The tools employed in the research were questionnaire-based, with the statistics used including frequency, percentage, mean (X), and standard deviation (S.D). This study involved 90 personnel from Demonstration School of Suan Sunandha Rajabhat University who responded to the questionnaire. Among them, 65 were female, 30 had an average age of 31 - 40 years, 42 held a bachelor's degree, had 6-10 years of service, and earned an income between 20,001 and 25,000 baht.

The results of the analysis of opinions regarding the performance factors of the personnel at Demonstration School of Suan Sunandha Rajabhat University, both overall and in each aspect, indicate the highest level of agreement in all three areas. The average values are ranked from highest to lowest: 1) Morale and encouragement, 2) Satisfaction, and 3) Performance evaluation. Similarly, the results of the analysis of opinions regarding the development of career advancement of personnel at Demonstration School of Suan Sunandha Rajabhat University, both overall and in each aspect, show the highest level of agreement in all three areas. The average values are arranged from highest to lowest: 1) Advancement in self-development, 2) Advancement in salary, and 3) Advancement in position.

Keywords: Career Advancement, Morale, Satisfaction, Performance Evaluation

INTRODUCTION

Education is considered an intellectual powerhouse for individuals to foster their own development, contribute to society, and enhance the prosperity of the nation. Quality development in individuals is achievable through the provision of good and accurate education. This, in turn, facilitates physical and mental growth, leading to a better understanding of various aspects of life. Such understanding plays a crucial role in fostering the development of high-quality work. Therefore, education emerges as a pivotal factor in fostering progress and addressing various societal challenges. It serves as a lifelong process, starting with foundational life development from birth, nurturing potential and abilities across diverse fields, enabling individuals to live and work happily. By fostering awareness and adaptability, education encourages individuals to contribute collectively as a creative force for sustainable national development.

Developing teachers to advance in their profession is, therefore, a matter of great importance for administrators and related agencies. This involves promoting knowledge, appropriate abilities, and characteristics that will contribute to the development of children in alignment with the curriculum. The goal is to equip teachers with the capacity to effectively perform their roles. Additionally, teachers should be encouraged to enhance their academic

qualifications, fostering the ability of civil servant teachers to advance in their positions. According to Sanya Bunsong (1999), the promotion of civil servant teachers is highly significant for government teachers. It not only helps boost teachers' morale and enthusiasm in carrying out their duties but also encourages them to dedicate their physical and intellectual strengths to enhance effective teaching and learning. This, in turn, brings substantial benefits to the education system and the nation as a whole (Banjerd Yodmali, 2009: 1).

Currently, private higher education institutions face significant challenges regarding personnel turnover, leading to disruptions in internal operations. This situation poses obstacles for those continuing to work after others have departed. As a solution, private higher education institutions must formulate a development plan to retain personnel until retirement. Supporting knowledgeable personnel with increased opportunities for career advancement is deemed as crucial as compensation and other benefits. This approach aims to enable the personnel of Demonstration School of Suan Sunandha Rajabhat University to maximize their career development. The researcher is, therefore, interested in studying factors related to the career advancement development of personnel at Demonstration School of Suan Sunandha Rajabhat University. The research results are intended to serve as a guideline for further enhancing and developing personal career advancement at Suan Sunandha Rajabhat University School.

OBJECTIVE

1. To study the level of career advancement of personnel at Demonstration School of Suan Sunandha Rajabhat University.
2. To study of factors related to the career advancement development of personnel at Demonstration School of Suan Sunandha Rajabhat University.

CONCEPTUAL FRAMEWORK

In the research study titled “A study of factors related to the career advancement development of personnel at Demonstration School of Suan Sunandha Rajabhat University.” there is a conceptual framework for the research that shows the relationship between the independent variables and the dependent variables as follows.

Independent Variables

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|---|
| <p>Personal factors</p> <ul style="list-style-type: none"> - Gender - age - Educational - Years of service - income |
| <p>Performance factors</p> <ul style="list-style-type: none"> - Satisfaction - Morale and encouragement - Performance evaluation |

Dependent Variables

- | |
|--|
| <p>Career advancement development of personnel at Demonstration School of Suan Sunandha Rajabhat University</p> <ul style="list-style-type: none"> - Advancement in position - Advancement in salary - Advancement in self-development |
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METHODOLOGY

1. Population and Sampling

The population in this study comprises personnel from Demonstration School of Suan Sunandha Rajabhat University, consisting of 92 academic personnel and 24 academic support personnel, totaling 116 individuals. To determine the sample size, the researcher used the sampling method developed by Taro Yamane (1973) with a confidence level of 95%. The calculation yielded a sample size of 90 people.

2. Research tools

The research instrument used in this study was an online questionnaire developed by the researcher. It is divided into three parts as follows:

Part 1: Questionnaire concerning the personal information of respondents, comprising 5 items, covering gender, age, educational, years of service, and income. The questionnaire format is a checklist survey.

Part 2: Questionnaire addressing work performance factors, Satisfaction, Morale and encouragement. The researcher developed a tool based on Herzberg's theory (Kriengsak Khieoying, 2008:318) consisting of 12 factors: 1. Work success, 2. Recognition and respect, 3. Position advancement, 4. Responsibility, 5. Job description, 6. Opportunities for job advancement, 7. Personnel development policy/management's work, 8. Supervision, 9. Positive relationships with colleagues/management, 10. Income/compensation, 11. Stability, and 12. Working conditions. Additionally, a tool based on the concept of performance evaluation was created for the performance evaluation section.

Part 3: Questionnaire related to career development, with tools created based on the concept of career advancement, covering 1. Advancement in position, 2. Advancement in salary, and 3. Advancement in self-development.

For the questionnaires in Parts 2 and Part 3, a 5-level Likert Rating Scale is employed, representing an interval scale. The analysis of the questionnaire data involves questions based on a rating scale, utilizing the average as a statistical measure for data analysis. Therefore, interpretive criteria must be established to categorize averages into specific ranges.

3. Data Collection

Data were collected using questionnaires through Google Forms from a total sample of 90 individuals. The responses were checked for completeness before proceeding with the analysis. Additionally, data for studying tertiary resources, including concepts and theories, were gathered from textbooks covering career development, job satisfaction, morale, research, theses, and other relevant documents.

4. Data Analysis

The data were processed using the SPSS program through statistical calculations. Descriptive statistics were applied to analyze the data, providing basic information about the sample through the following measures: 1) Percentage 2) Mean 3) Standard deviation.

SUMMARY OF DATA ANALYSIS

Part 1: Personal Data Analysis Results

The analysis of the respondents found that the personnel of Demonstration School of Suan Sunandha Rajabhat University were mostly female (72.2%) and male (27.8%). Most were 31 - 40 years old (35.6%), followed by 41 - 50 years old (33.3%), and least 25 years old or equivalent (2.2%). The most had a bachelor's degree (46.7%), followed by a master's degree

(41.1%), and the least less than a bachelor's degree (6.7%). The service period was 6 - 10 years, the most (25.6%), followed by the service period not exceeding 5 years (23.3%), and the service period 16 - 20 years the least (14.4%). Income was 25,001 - 30,000 baht, the highest (42.2%), followed by income 15,001 - 20,000 baht (18.9%), and income not more than 15,000 baht was the least (4.4%).

Part 2: Performance Factors Opinion Level Analysis Results

The analysis of the opinions regarding performance factors revealed that the overall level of opinions among the personnel at Demonstration School of Suan Sunandha Rajabhat University was at the highest level, with an average value of 4.63. When considering each aspect, it was found to be at the highest level in all three areas, arranged from highest to lowest as follows: morale and encouragement, with an average value of 4.68; satisfaction, with an average of 4.62; and performance evaluation, with an average value of 4.60. When considering each aspect, the summary is as follows.

Satisfaction	X	S.D.	Opinion level
Opportunities for advancement in one's work generate satisfaction in career progress.	4.72	0.541	Highest
Positive relationships with co-workers/executives contribute to satisfaction in professional development.	4.73	0.536	Highest
Various income and compensation received presently contribute to progress satisfaction.	4.12	0.832	High
Morale and encouragement	X	S.D.	Opinion level
Establishing positive relationships with co-workers/executives fosters morale and progress.	4.8	0.479	Highest
Receiving respect from co-workers and executives cultivates morale in development and progress.	4.76	0.567	Highest
Diverse income and compensation contribute to morale and progress.	4.54	0.737	Highest
Performance evaluation	X	S.D.	Opinion level
Performance evaluation enhances opportunities for workers to receive additional development, including promotions and various rewards.	4.61	0.698	Highest
Precise performance evaluation influences progress in development.	4.61	0.714	Highest
Understanding the evaluation results each time guides improvement and promotes better work development for the worker.	4.6	0.684	Highest
In summary, performance appraisal significantly influences professional development.	4.58	0.749	Highest

Part 3: Career Advancement Development Opinion Level Analysis Results

The analysis of opinions regarding the development of career advancement indicated that the overall level of opinions among personnel at Demonstration School of Suan Sunandha Rajabhat University was at the highest level, with an average value of 4.43. When considering each aspect, it was found to be at the highest level in all three areas, arranged from highest to

lowest as follows: advancement in self-development, with an average of 4.50; salary advancement, with an average of 4.49; and advancement in position, with an average value of 4.30, respectively. When considering each aspect, the summary is as follows.

Advancement in position	X	S.D.	Opinion level
How advanced are you in your current position in comparison to your peers.	4.48	0.796	Highest
Have you been assigned higher responsibilities.	4.42	0.793	Highest
Since you started working until now, how often have you had job rotations.	4.01	1.156	High
Advancement in salary	X	S.D.	Opinion level
Salary level is always taken into consideration.	4.57	0.72	Highest
Higher salary levels will lead to more job opportunities.	4.56	0.655	Highest
The salary level is appropriate for the current years of service.	4.36	0.812	Highest
Advancement in self-development	X	S.D.	Opinion level
Self-development in various areas influences career advancement.	4.69	0.574	Highest
How many opportunities are there to attend training and seminars to enhance skills and expertise in performing assigned tasks.	4.56	0.655	Highest
Have you received the opportunity to frequently go on study tours both domestically and abroad.	4.41	0.873	Highest

DISCUSSION OF RESEARCH RESULTS

The data analysis revealed that 90 personnel from Demonstration School of Suan Sunandha Rajabhat University responded to the questionnaire. Among them, 65 were female, 30 had an average age of 31-40 years, 42 held a bachelor's degree, had 6-10 years of service, and earned an income between 20,001 and 25,000 baht.

1. The research results indicate that the overall level of opinions regarding the performance factors of personnel at Demonstration School of Suan Sunandha Rajabhat University when considering each item under the Satisfaction aspect, it was observed that various income/compensation received presently bring satisfaction in progress development at a high level. This aligns with the findings of Warangkana Kongsin and Thanasuwit Thaphiranrak (2018), who studied Factors Influencing Happiness among Academic Supporting Staff at Suan Sunandha Rajabhat University. Their research revealed that concerning adequate and fair remuneration, employees at Suan Sunandha Rajabhat University expressed a high level of satisfaction with their overall quality of life in this area and Orawan Boriban (2014) conducted a research study on Factors Relating to the Satisfaction of Suan Sunandha Rajabhat University Employees (Academic Support Field), and overall job satisfaction was found to be at a high level. When considering each aspect, it was observed that employees (Academic Support Field) rated compensation, benefits, and welfare at a high level as well.

2. The research results indicate that the overall level of opinions regarding the career development of personnel at Demonstration School of Suan Sunandha Rajabhat University was at the highest level. When considering each area, it was consistently at the highest level in all three areas, arranged in order of average from highest to lowest as follows: Advancement in self-development, Salary advancement, and Advancement in position.

SUGGESTIONS FROM RESEARCH RESULTS

The research results revealed that the level of opinions regarding performance factors of personnel at Demonstration School of Suan Sunandha Rajabhat University, specifically in the area of Advancement in Position, sub-item: "Since you started working until now, how often have you had job rotations." showed the lowest average. This may lead to stress, waste of time in learning new tasks, interruptions in work, and potential job transfer requests that may not be accepted by new agencies. To address this, suggestions should clearly state objectives and rotate jobs with similar characteristics. It is recommended to inquire about voluntariness first. Proper preparation is essential for supervisors to adapt, and the delivery of work and job manuals (job description) is important for employees to study information before changing jobs (Wiwat Phutthawanchai et al., 2016).

SUGGESTIONS FOR FUTURE RESEARCH

1. There should be research on the quality of life of personnel at Demonstration School of Suan Sunandha Rajabhat University. This is essential because if teachers experience a good quality of life, it can lead to more effective work.

2. There should be research into the role of administrators concerning the career development of personnel at Demonstration School of Suan Sunandha Rajabhat University. This is crucial as executives play a vital role in supporting the development and progress of the organization.

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