

ELEMENTS IN COORDINATION THAT AFFECT THE PERFORMANCE OF PERSONNEL COLLEGE OF INNOVATION AND MANAGEMENT SUAN SUNANDHA RAJABHAT UNIVERSITY

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ABSTRACT

Research on Coordination Components Affecting Work Efficiency of College of Innovation and Management Personnel Suan Sunandha Rajabhat University Objectives: 1) to study the coordination elements that affect the work efficiency of the College of Innovation and Management personnel; Suan Sunandha Rajabhat University 2) As a guideline for promoting coordination elements that affect the work efficiency of personnel at the College of Innovation and Management, Suan Sunandhamee Rajabhat University, the researcher distributed questionnaires to 76 related personnel. The researcher brought the data to analyze with statistical values, namely, percentage, mean, standard deviation, and content analysis, and presented the analysis results, which show that coordination affects performance in Work of personnel College of Innovation and Management Suan Sunandha Rajabhat University was at a high level.

Key words: Coordination, efficiency, Personnel College of Innovation and Management

INTRODUCTION

Management is a process of practice to enable an organization to achieve its objectives as planned. Management is both a science and an art, it is a science in terms of systematic management, orderliness, planning, process management related to people, work systems, and resource utilization with rationale and principles for the effective implementation of organizational tasks. At the same time, management is an art of supervision that takes care of emotions, feelings, and individual needs assigns appropriate job responsibilities to individuals, creates work environments and conditions that stimulate job satisfaction to promote the efficiency of employees. (Somjai, Lakshana, 2006: 4) Currently, there is a widespread emphasis on further education in the principles of good governance for organizations. This is because it is widely accepted that in order for organizations to develop and be efficient, they must have good governance as a framework for development. If an organization does not have good management, it will operate in a disorderly manner and will not be able to achieve its objectives. One essential component for organizations with good management is coordination, because coordination is the relationship between various resources within an organization that must be linked together

appropriately. Coordination is involved in every step of management. Good coordination helps work to be accomplished smoothly and quickly, creates good understanding and unity within the organization, reduces conflicts in the workplace, and prevents shirking of responsibilities between colleagues. Eliminating the problem of redundancy or duplication of work helps save various resources of the organization, such as time, money, materials, and equipment, so that they are not wasted (Dr. Saneh Uyto, 2008:49). Coordination is important for the success of the Innovation and Management College, Rajamangala University of Technology Suvarnabhumi, especially in the current situation where competition in educational administration is increasing both internally and externally, as well as changes in state policies. The Innovation and Management College needs to adapt itself to cope with the risks arising from various situations and place importance on coordination, which is crucial for the organization to move forward quickly to achieve its goals. If employees cannot work efficiently, the organization cannot achieve its set objectives (Sitthiwarongchai, C. et al. 2017).

Managing the workforce of the Innovation and Management College Rajabhat Suan Sunandha University involves their participation in coordination that affects the efficiency of their work. aims to utilize research findings as a means to promote innovation and management practices that align with the changing societal needs, ensuring sustained performance and continuous improvement of the university. This approach serves as a guide to achieving efficient operations of the innovation and management college.

OBJECTIVE

1. To study the components of collaboration that affect the efficiency of work among the personnel of the Institute of Innovation and Management, Suan Sunandha Rajabhat University.
2. To provide guidance on promoting the components of collaboration that affect the efficiency of work among the personnel of the Institute of Innovation and Management, Suan Sunandha Rajabhat University.

EXPECTED BENEFITS

1. Understand the components of coordination that affect the efficiency of the work of personnel in the Innovation and Management College, Suan Sunandha Rajabhat University.
2. Learn as a guideline to promote the components of coordination that affect the efficiency of the work of personnel in the Innovation and Management College, Suan Sunandha Rajabhat University.

RESEARCH METHODOLOGY

Population and Sample Groups

The population used in this research is divided into four groups: executives, professors, staff, and the Innovation and Management College of Rajabhat Suan Sunandha University, totaling 92 people.

The sample group is the staff of the Innovation and Management College of Rajabhat Suan Sunandha University, divided into three types: executives, professors, and staff, with a total of 76 people. The sample was randomly selected using the Krejcie and Morgan table with a 5% margin of error and 95% confidence level.

Research Instrument

The research instrument used is a deep interview questionnaire.

Part 1: General information about the respondents, including gender, age, education level,

and job position.

Part 2: Factors affecting the efficiency of the staff at the Innovation and Management College of Rajabhat Suan Sunandha University.

Part 3: Guidelines for promoting the factors that affect the efficiency of the staff at the Innovation and Management College of Rajabhat Suan Sunandha University.

Part 4: Recommendations.

Summary

Summary of the research on the components of coordination that affect the efficiency of work in the Innovation and Management College of Rajabhat Suan Sunandha University can be summarized as follows:

Part 1: General information about the interviewees reveals that most of the respondents were female, accounting for 68.75% of the total of 47 people. 56.25% of them were over 51 years old. When considering the educational level, 56.50% had a master's degree. In terms of job positions, 56.50% were professors.

Part 2: The components of coordination that affect the efficiency of work were assessed through 12 questions, and the results were as follows:

An average score of 4.21-5 indicates that the department's work goals are well understood and are the highest level.

An average score of 3.41-4.20 indicates that the department coordinates well with other departments within the Innovation and Management College, and their work goals are in the same direction at a high level.

An average score of 4.21-5 indicates that all departments coordinate with each other based on the overall goals of the Innovation and Management College, and it is the highest level. Average score 3.41-4.20 The organizational structure in the department is suitable for the nature and volume of work that the department is responsible for. High level.

Average score 3.41-4.20 The department's structure is easy to coordinate with other departments. High level.

Average score 3.41-4.20 The hierarchy of governance in the department is appropriate. High level.

Average score 3.41-4.20 Coordination within and outside the department is done without having to go through a mandatory hierarchical chain first. High level.

Average score 4.21-5 Everyone in your department has clear responsibilities and duties assigned. Highest level.

Average score 3.41-4.20 In your department, if the person responsible cannot perform their duties, there is a backup person who can coordinate that task. High level.

Average score 3.41-4.20 There are no redundant work processes that slow down work in your department. High level.

Average score 4.21-5 Linkages between your department and other departments are clear and easy to understand. Highest level.

Average score 3.41-4.20 You are well aware of how the work you do relates to other departments. High level.

There is a scoring criterion using a 5-level opinion scale as follows:

Score Rating

Excellent 4.21-5.00 5

Good 3.41-4.20 4

Fair 2.40-3.40 3

Poor 1.40-2.39 2

Very Poor 0.00-1.39 1

Components of collaboration that affect the efficiency of the work of the personnel at the College of Innovation and Management :	score	Mean
You are well aware of the goals of your department's work.	5	4.21-5.00
When coordinating with other departments within the College of Innovation and Management, your department's goals align with the goals of the department you are coordinating with. (Score: 4 - 3.41- 4.20)	4	3.41-4.20
All departments collaborate together based on the overall goals of the College of Innovation and Management. (Score: 5 - 4.21-5.00)	5	4.21-5.00
The organizational structure of the department is appropriate for the nature and volume of work it is responsible for. (Score: 4 - 3.41-4.20)	4	3.41-.20
The organizational structure of the department is conducive to coordinating with other departments. (Score: 4 - 3.41-4.20)	4	3.41-.20
You believe that the hierarchical division of governance within the department is appropriate. (Score: 4 - 3.41-4.20)	4	3.41-4.20
In coordinating work at the department level, it is not necessary to go through the hierarchy above first. (Score: 4 - 3.41-4.20)	4	3.41-4.20
In your department, everyone's roles and responsibilities are clearly defined. (Score: 5 - 4.21-5.00)	5	4.21-5.00
In your department, if the person responsible for a task is unable to perform it, there is a backup person who can coordinate that task. (Score: 4 - 3.41-4.20)	4	3.41-4.20
In your department, there are no redundant work processes that slow down work. (Score: 4, Range: 3.41-4.20)	4	3.41-4.20
The process of linking other departments with your department is clear and easy to understand. (Score: 4, Range: 3.41-4.20)	4	3.41-4.20
You are well aware of how your work is related to each of the other departments. (Score: 5, Range: 4.21-5.00)	5	4.21-5.00

Part 3: Strategies for promoting effective collaboration in the work of personnel at the Innovation and Management College, Rajabhat Suan Sunandha University.

Consider the appropriate format for collaboration. Objectives and goals should be clear and a process should be established that involves collaboration among support staff in the development of a good collaboration framework. The process should be consistent with the objectives and there should be good communication about the components of the collaboration framework through the website.

Coordination between staff members. It is important to consider mutual understanding and good communication between staff members. Objectives and responsibilities should be clearly understood, and each person should be aware of their role in the collaboration. Cooperation should

be encouraged, and there should be guidelines or practices that help ensure that everyone involved understands and practices in the same way. In any collaborative effort, there are likely to be many activities, and each activity should be conducted efficiently and effectively. Without coordination, efforts may not be in sync, and timing may be off, resulting in overall loss of productivity. Therefore, a centralized database should be created to facilitate coordination and reduce duplication in collaborative efforts.

After studying the components of collaboration that affect the efficiency of the staff at the Innovation and Management College of Rajabhat Suan Sunandha University., it was found that most interviewees were aware of the department's work goals, which were aligned with collaboration efforts. All departments collaborate based on the overall goals of the college, and the organizational structure of each unit is appropriate for the amount of work it is responsible for. Management in each unit is appropriate because everyone's responsibilities and roles are clearly defined, and they can perform their duties in each other's absence, which has the greatest relationship with other departments.

Strategies for promoting collaboration components that enhance staff efficiency:

Suitable coordination: Appropriate coordination that takes into account the timing, clarity of goals, and alignment with objectives is essential. Good communication among the collaboration components is necessary, and understanding and positive feelings towards each other should be considered.

Cooperation: Cooperation is necessary, and everyone should work together to achieve the common goals. Clear guidelines for practice should be established to ensure that all stakeholders understand and execute them accurately.

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