

# THE DEVELOPMENT OF THE ACADEMIC DEPARTMENT'S EXCELLENT STUDENT SERVICES, COLLEGE OF INNOVATION AND MANAGEMENT

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## ABSTRACT

The development of the academic department's excellent student services, College of Innovation and Management aims to (1) study the problems in providing services of students at the College of Innovation and Management and (2) find guidelines for providing excellent student services of the Academic Department.

The sample used in this research was undergraduate students. College of Innovation and Management, Suan Sunandha Rajabhat University, Academic Year 2021, number 286 people by opening the sample table of Yamane. The research tools were questionnaires and interview forms, statistics used. In data analysis, including frequency and content analysis.

The results showed that;

1. Conditions of problems in providing services of students at the College of Innovation and Management, such as the situation of COVID-19 Makes it difficult for students to connect with service providers. Amount of inquiry of students per day is large The number of staff serving students is limited. Service personnel's responses were delayed and intermittent. The text is used that is not clear and complete causing the students to confuse the information. Information Service personnel cannot answer questions or provide information on behalf of all topics. Students do not understand the processes and procedures of the academic department. The distribution of news, information and press releases is minimal. and a limited number, etc.

2. Guidelines for providing excellent student services by the Academic Department Science, innovation and management by establishing LINE OA as a channel to provide news and information for student services. The operations of LINE OA by the Academic Department of the College of Innovation and Management are as follows: Step 1. Create a LINE OA account Step 2. Publicize the contact channels via LINE OA Step 3. Invite students to join the LINE OA group to get information. and step 4. student question-answer service, to publicize academic information.

**Keywords:** Service, Academic Department, Development

## INTRODUCTION

### Background and significance of the issue

College of Innovation and Management Its office is located at Building 37 inside Suan Sunandha Rajabhat University. Open teaching in business administration and public administration at the bachelor's, master's and doctoral levels, totaling 7 courses. The teaching and

learning management is divided into normal part and special part. By providing academic cooperation with agencies and organizations, both public and private, such as the Royal Thai Army and MK Restaurant Co., Ltd. There is an office for education services. is a central agency Responsible for supervising and coordinating matters related to student registration. It is primarily a student service organization and is subject to internal and external quality assessments. Providing services requires operational planning, improvement, and continuous improvement. Ready to use modern technology systems to make it convenient, fast and make the service users the most satisfied. Therefore, it will be considered successful in providing service. and the process of providing registration services to make service recipients be satisfied. There are several components, which can be summarized into 2 characteristics: (1.) service provider characteristics, including human relations emotional control Responsibility Interpretation skills in work and consciousness in the service. Correction of registration information issuing educational documents and calculating the average score. which must be reported on each year's performance with criteria to make the agency more efficient and productive and this research It will be information for the agency to know the scope of improvement. by providing service recipients is an appraiser who will get the most accurate results.

Therefore, the researcher is interested in studying the best student service guidelines of the academic department. College of Innovation and Management in order to be able to develop operations for maximum benefit.

## **RESEARCH OBJECTIVES**

1. To study the problems in service provision of students at the College of Innovation and Management.
2. To find guidelines for providing excellent student services of the academic department. College of Innovation and Management.

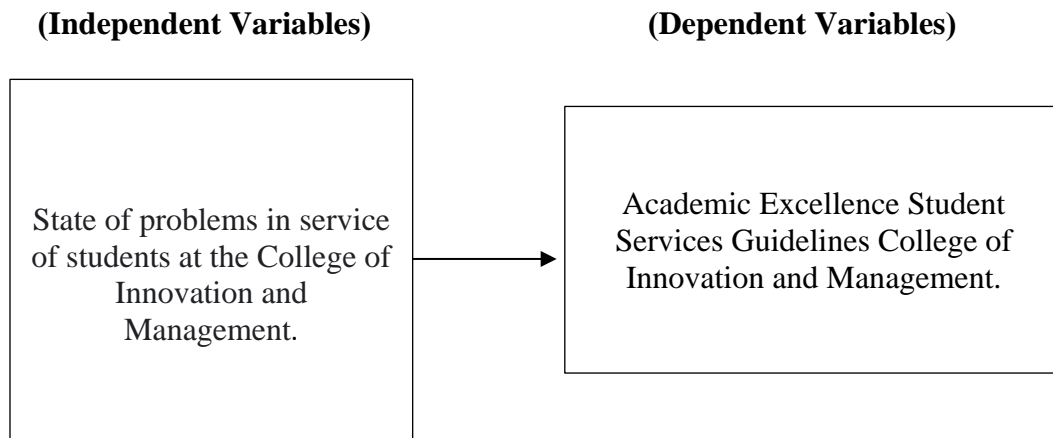
## **RESEARCH FRAMEWORK**

According to the Royal Institute Dictionary of 1982, the meaning of "service" means to perform service. Or provide various conveniences, so the service means A job that has people to help facilitate, which is called "Service providers" and "service users" are those who receive convenience.

Services are processes or activities that arise from The interaction between the person who wants to use the service and the service provider in order to satisfy a particular need. to achieve success Difference between goods and services are beneficial and satisfaction for customers who come to buy. The service business will focus on actions. Leading the way that meets the needs of customers which leads to satisfaction in receiving that service at this time general business Focus on selling products that customers like. and create satisfaction in owning that product (Jittinan Dechakup, 2006).

The principle of service is extremely important in providing services to customers, which is in line with the concept of Kulthon (1985) commenting on the principle of good service that considering the concept of service. It shows that the goal of the service is to create satisfaction for the service users. Therefore, to measure whether the service will achieve the goal or not is one way. is a measure of satisfaction of people who receive services because of this measure of satisfaction It answers the question of whether the service agency has the capacity to respond to the needs of the people or not, how much, and how. Enough to summarize the meaning of the service that It is a service practice to meet the needs and necessities of customers or people who

come for services. (Eknarong Vorasiha, Vimonsri Sansuk. 2022) It can be written as a conceptual framework for research as follows.



## RESEARCH METHODOLOGY

### 4.1 Population and samples

The sample group used in this research Be an undergraduate student College of Innovation and Management Suan Sunandha Rajabhat University, Academic Year 2021, 286 people by opening the sample table of Yamane. (Tolerance 0.05)

### 4.2 Instrumentation

Tools used in this research divided into questionnaires and the interview form as follows:

- A questionnaire about the state of service problems of college students, innovation and management.
- Academic Department's Excellent Student Services Guidelines Interview Form College of Innovation and Management.

### 4.3 Data Collection

1. The researcher collected data from a questionnaire of 286 people, representing 100 percent.
2. The researcher collected data from in-depth interviews with public relations officers. of the College of Logistics and supply chain.

## RESULTS AND FINDINGS

This research aims to study the academic department's approach to providing excellent student services. College of Innovation and Management The research results are presented as follows.

### **Part 1 The research results of the data from the questionnaire to study the problems in service provision of students at the College of Innovation and Management.**

Number	Issues found
1	COVID-19 situation Makes it difficult for students to connect with service providers.
2	The number of inquiries received by students per day is large.

3	The number of staff serving students is limited.
4	Service personnel's responses were delayed and intermittent.
5	The text is used that is not clear and complete causing the students to confuse the information.
6	Service personnel cannot answer questions or provide information on behalf of all topics.
7	Students do not understand the processes and procedures of the academic department.
8	The distribution of news, information and press releases is minimal. and a limited number.

From the table it was found that COVID-19 situation Makes it difficult for students to connect with service providers. It is the most common problem No. 1 and No. 2. The volume of contact with students per day is large. Therefore, the researcher Therefore, the aforementioned problems have been brought into the topic of creating KM to solve academic service problems in order to effectively meet the needs of the digital age through the LINE OA channel. College of Innovation and Management Suan Sunandha Rajabhat University to be more efficient

Part 2 Results of interviews with public relations officers of the College of Logistics and supply chain

The College of Logistics and Supply Chain operates a registration service for students. In terms of acceptance - admission to study curriculum and teaching or coordinate to find relevant service units and others. Therefore, in order to facilitate the students who, use the service College of Logistics and Supply Chain Academic Affairs Suan Sunandha Rajabhat University Therefore, an online channel (LINE OA) has been added to serve students in addition to providing services at the One Stop Service of the Academic Department of the College of Logistics and Supply Chain. By using technology to provide services that are convenient and fast. Responding to the needs of students and ensuring satisfaction with the services of the Academic Department, College of Logistics and Supply Chain. Suan Sunandha Rajabhat University.

Part 3 The results of the LINE OA preparation by the Academic Department of the College of Innovation and Management are as follows:

1. Step 1 Create a LINE OA account.
2. Step 2 Publicize the contact channels via LINE OA.
3. Step 3 Invite students to join the LINE OA group to get information.
4. Step 4 Student question-answer service to publicize academic information. and other related.

## **DISCUSSION**

From the results of the study to review the discussion results are as follows.

1. Australian College Student Service Issues and Sample Management COVID-19 situation that enable students to provide services The daily contact volume of students is large. The number of staff serving students is limited. Service personnel's responses were delayed and intermittent. The use of statements that are not clear and complete cause the students to confuse the information. Service personnel cannot answer questions or provide information on behalf of all topics. Students do not understand the processes and procedures of the academic department. The distribution of news, information and press releases is minimal. And the number is limited, etc., causing the communication of information to be inefficient, so LINE OA is used to increase efficiency for academic work. College of Innovation and Management This is in line with the research of Tipaporn Chanchaipattana and Anna Jumpolsathien (2013).

conduct a study Expectations and satisfaction with the "LINE" application (LINE) in the form of communication through official accounts (LINE). From receiving information in the form of text, images, video files or links of official accounts (LINE Official Accounts).

In terms of entertainment needs the most and overall, the sample group had the most satisfaction in the format. Especially in the issue of Official Accounts LINE stickers. Intend to receive messages, images, video files or links of the Official Accounts of the brands you are currently accepting as much as possible.

2. The results of the LINE OA preparation by the Academic Department of the College of Innovation and Management are as follows: Step 1 Create a LINE OA account Step 2 Promote contact channels via LINE OA Step 3 Invite students to join the LINE OA group to stay informed and step 4, student question-answer service, to publicize academic information and other related Corresponds to the research of Wutthipong Chinsri Wilailuk Triphuet (2021). conduct research on Development of event participation management system via LINE Official Account The results showed that The researcher develops the system in the form of a web application. then register with LINE to use the form of the application lift. For use in LINE official accounts in the evaluation of usability The tools used in the research are: Evaluation form for the use of the activity management system via LINE Official Account and the activity management system via The LINE Official Account is assessed by students participating in the event.

## **SUGGESTIONS**

The next study should bring a focus group conversation with a group of users of the "LINE" application (LINE) in the form of communication through an official account (Official Accounts LINE) in order to bring information to develop programs to better meet the needs of service users.

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