

# FACTORS INFLUENCING CONDUCTING RESEARCH OF ACADEMIC PERSONNEL AND ACADEMIC SUPPORT PERSONNEL IN COLLEGE OF INNOVATION AND MANAGEMENT, SUAN SUNANDHA RAJABHAT UNIVERSITY

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## ABSTRACT

The research title is “Factors Influencing on Conducting Research of Academic Personnel and Academic Support Personnel in College of Innovation and Management, Suan Sunandha Rajabhat University” the objective of this research was to study factors influencing on conducting research of academic personnel and academic support personnel in College of Innovation and Management, Suan Sunandha Rajabhat University. A sample was selected from academic personnel and academic support personnel 99 cases were included as a sample. The instruments used were questionnaires, and data were collected and analyzed using descriptive statistics such as frequency, percentage, mean and standard deviation. Inferential statistics as multiple regression analysis was used for data analysis.

The result indicated that the model factors influencing on conducting research of academic personnel and academic support personnel in College of Innovation and Management, Suan Sunandha Rajabhat University, equal to  $1.434 + (.357 * \text{Research environment}) + (.168 * \text{Research grants}) + (.189 * \text{Research conducting timing}) + (.184 * \text{Convenient, equipment}) + (.179 * \text{Internal and external organization support})$ , it can describe the model of the influencing on conducting research of academic personnel and academic support personnel in College of Innovation and Management, Suan Sunandha Rajabhat University, there are standard error of the mean can predict at .254

**Keywords:** Factors Influencing, Conducting Research, Academic Personnel, and Academic Support Personnel

## INTRODUCTION

Institutional research is an important aspect that educational institutions should use for organizational/ institutional management. Thirayuth Teerakul and colleagues (2015) explained that institutional research is like a mirror that reflects how the institution has implemented or managed the institution according to policies, visions, missions, and strategies that the institution has set. Does it align with the policies and strategies of the government or the agency under the institution's supervision? This is in order to have information for the benefit of improving and developing the institution's work efficiently and effectively, as well as being a continuous

development cycle for the organization. Therefore, institutional research is an important tool in improving and developing the organization, while also providing an avenue for research institution staff to develop their academic potential and advance in their profession, in tandem with organizational development (Surchai Kettanil, 2017).

The College of Innovation and Management at Suan Sunandha Rajabhat University has established a framework for developing a 5-year research action plan (2022-2026) and an annual budget plan for 2022. The second strategy is to create national and international research and innovation that will enhance the sustainable quality of life, economy, and society. The College aims to develop a high-quality research organization through a process of developing research activities that enhance the potential of faculty and students to acquire knowledge, skills, and participation, to elevate the quality of education, society, and the nation.

The College of Innovation and Management is an organization equivalent to a faculty, with its own management regulations aimed at achieving independence and high flexibility while being under the supervision of Rajabhat Suan Sunandha University. Its main mission, in line with the objectives of higher education institutions, is to conduct internationally recognized research. The college is committed to developing and promoting the research activities of academic and support staff, which is one of its main responsibilities. This is essential to support the development and application of knowledge gained from research in improving teaching, management, and services provided by the college. The college also aims to promote the dissemination and utilization of research results for further effectiveness.

According to the internal quality assessment report for the academic year 2021 of the College of Innovation and Management, there are few research and creative works that have been published, registered intellectual property, or used for both national and international benefits. From this data, the researchers are interested in studying the factors that influence the research of academic and supporting personnel of the College of Innovation and Management, Rajabhat Suan Sunandha University, in order to promote more research works that create value and benefits for knowledge development, professional development, work practice, and the country's development.

## **OBJECTIVE**

To study the factors Influencing Conducting Research of Academic Personnel and Academic Support Personnel in College of Innovation and Management, Suan Sunandha Rajabhat University.

## **LITERATURE REVIEW**

### **The concept of the factor in conductive research**

Sheldon (1987), said that the factor in conductive research is the individual characteristics of the workforce, which contribute to the research work, self-learning, etc. Invention Study the facts. It consists of 5 components: 1) support from internal and external agencies, 2) funding for research, 3) environment for research, 4) equipment and facilities, and 5) research period.

Jirarat Phusirit, Sida Teachsri, and Yupa Klangsuwan (2015) have stated that the factors related to institutional research are the factors of skill in conducting research. Knowledge factors in conducting research agency policy factors and knowledge source factors for education

### **The concept of the research potential**

John D Millet, (1954) Research potential can be divided into 3 categories: 1) Core competency refers to the personality of a person who reflects the knowledge, skills, attitudes, beliefs, and character of the person in the organization as a whole that will support the

organization to achieve its vision, 2) Job competency refers to the personality of a person who reflects the knowledge, skills, attitudes, beliefs and character that will encourage that person to be able to create a performance in that position above the standard, and 3) Personal competency refers to the personality of a person who reflects knowledge, skills, attitudes, beliefs, and habits that make the person capable of doing something more prominent than the general public, such as being able to live with a scorpion or a poisonous creature, etc. According to T.A. Ryan and P.C. Smith (1954), the key components of research potential consist of five things: 1) Skill I what a person performs well and practices regularly until proficiency is achieved; 2) Knowledge is the specific knowledge of a person, 3) Self-concept is attitude, values, and opinions about one's image or what a person believes he or she is, 4) Trait is a person's personality, which describes that person, and 5) Motive is an internal motivation or drive, which causes a person to exhibit behaviors that are directed towards their own goals.

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### Conceptual framework

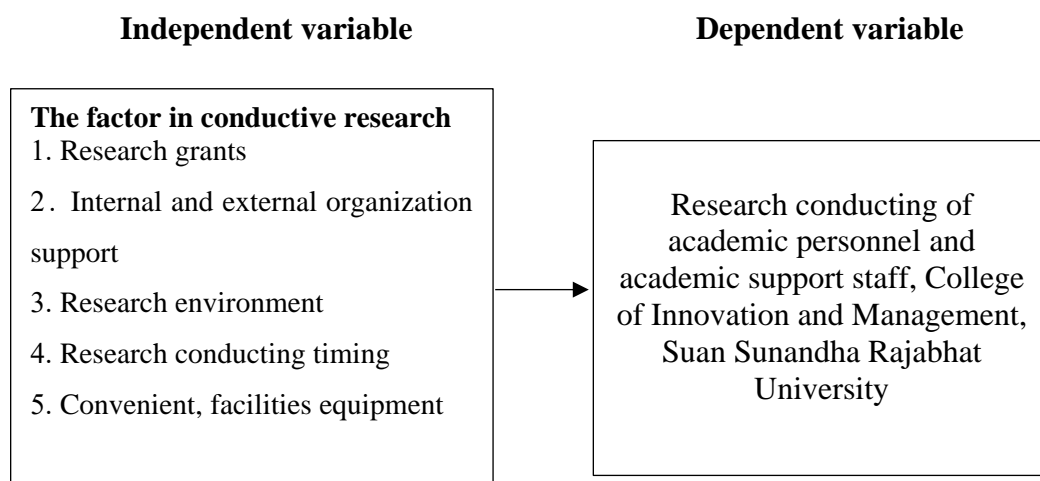


Figure 1: Conceptual framework

## RESEARCH METHODOLOGY

### 1. Scope of Population

The population of this research includes academic and academic support personnel from the College of Innovation and Management, Rajabhat Suan Sunandha University, totaling 130 people.

The sample group consists of academic and academic support personnel, totaling 99 people. The size of the sample was calculated by using the formula of Yamane (1970) which used probability sampling by using stratified sampling and determining the hierarchy.

### 2. Research Instrument

The research instrument used in this research is a questionnaire on the subject Factors Influencing Conducting Research of Academic Personnel and Academic Support Personnel in College of Innovation and Management, Suan Sunandha Rajabhat University. There are 3 parts to the questionnaire;

Part 1: Personal information: gender, age, education, status, job, duration of work, average monthly income, is a checklist questionnaire of 8 items.

Part 2: The factors contributing to the research, is a Likert rating scale questionnaire of 5 levels: Strongly agree, Agree, Neither agree nor disagree, Disagree, Strongly disagree, 20 items.

Part 3: Research of academic personnel and academic support personnel, College of Innovation and Management, Suan Sunandha Rajabhat University is a questionnaire of 5 levels of Likert rating scale: Strongly agree, Agree, Neither agree nor disagree, Disagree, Strongly disagree of 12 items.

In Parts 2 and 3, the researchers determined the average scoring level at each grade level using a formula to calculate the width of the class (Vasana Pattanananchai, 2553. Cited in Cholpassorn Sithwarongchai, 2017) and interpreted the mean of the score as follows:

Average score from 4.21 - 5.00	mean	Factors contributing to the research/ research of individuals are at the Strongly agree level.
Average score from 3.41 - 4.20	mean	Factors contributing to the research/ research of individuals are Agree.
Average score from 2.61 - 3.40	mean	Factors contributing to research/ research of individuals are Neither agree nor disagree.
Average score from 1.81 - 2.60	mean	Factors contributing to research/ research of individuals are Disagree.
Average score from 1.00 - 1.80	mean	Factors contributing to the research/ research of individuals is at Strongly disagree.

Part 4: Recommendations on factors influencing the research of academic personnel and academic support personnel, College of Innovation and Management, Suan Sunandha Rajabhat University.

### 3. Validation of the Tests

The researcher used the questionnaire generated for the research study, the test for validity and reliability is as follows:

1. Determination of validity that examining the accuracy of the content from 3 experts, it was found that the IOC value of the question was between 0.67-1.00

2. Determination of Reliability, the researcher tested the improved and try out the questionnaire with a group similar to the sample of 30 people to be studied, and determined the reliability, finding Cronbach's alpha coefficient of .987.

3. Get complete the questionnaire

#### 4. Analytic data and statistic

The researcher took all the received questionnaires to check the completeness of every questionnaire, and analyzed them statistically using a statistical package, with the following steps:

1. The analysis of descriptive statistics used to describe the personal information of personnel, the statistics were used for frequency and percentage. The analysis of factors contributing to research and conducting research by academic and academic support personnel, College of Innovation and Management, Suan Sunandha Rajabhat University using mean and standard deviation.

2. The analysis of inferential statistics using multiple regression analysis is as follows;

2.1 Correlation verification between all independent variables, according to the conditions laid down in the preliminary agreement of linear regression analysis using Pearson Product Moment Correlation Coefficient.

2.2 To examine the appropriateness of factors influencing the research of academic staff and academic support staff, College of Innovation and Management. Using VIF (Variance Inflation Factor) value not more than 5, tolerance value not less than 0.2, and Eigen Value not more than 10.0 so that all independent variables are not related and there is no Multicollinearity.

2.3 Analyze the patterns of factors influencing the research of academic staff and academic support staff, College of Innovation and Management. Suan Sunandha Rajabhat University using Multiple Regression Analysis.

2.4 Create a model of factors influencing the research of academic staff and academic support staff, College of Innovation and Management, Suan Sunandha Rajabhat University uses the equation  $Y = a + b_1 x_1 + b_2 x_2 + b_3 x_3 + \dots + b_n x_n$

$a$  = the constant of the forecast equation.

$b_1, b_2, b_3, b_n$  = the detachment coefficient of the forecast variable.

$x_1, x_2, x_3, x_n$  = forecast variables

## CONCLUSION

1. The personnel of the College of Innovation and Management, Suan Sunandha Rajabhat University, there are 99 people, found that most of them were female, aged in the range of 36 - 45 years old, Graduated with a bachelor's degree, and working period of 10 years or more.

2. The Factors influencing research conduct of academic personnel and academic support, College of Innovation and Management, Suan Sunandha Rajabhat University =  $1.434 + (.357 * \text{research environment}) + (.168 * \text{Research grants}) + (.189 * \text{Research conducting timing}) + (.184 * \text{Research Convenient, facilities equipment}) + (.179 * \text{Internal and external organization support})$  by explaining Factors Influencing Conducting Research of Academic Personnel and Academic Support Personnel in College of Innovation and Management, Suan Sunandha Rajabhat University, was 88.3% with a standard error of forecasting equal to .254, details as shown in Table 1

Table 1 The analyzed factors influencing conducting research of academic personnel and academic support personnel in College of Innovation and Management, Suan Sunandha Rajabhat University

<b>Factors Influencing Conducting Research of Academic Personnel and Academic Support Personnel in College of Innovation and Management, Suan Sunandha Rajabhat</b>	<b>Model</b>
Constant	1.434
Research environment (x <sub>3</sub> )	.357
Research grants (x <sub>1</sub> )	.168
Research conducting timing (x <sub>4</sub> )	.189
Research Convenient, facilities equipment (x <sub>5</sub> )	.184
Internal and external organization support (x <sub>4</sub> )	.179
R	.777
R <sup>2</sup>	.798
Adjusted R <sup>2</sup>	.883
S.E.	.254
F	102.445*
p-value of F	.000

\*\* Statistical Significant level at .01

## DISCUSSION

The Factors influencing research conduct of academic personnel and academic support, College of Innovation and Management, Suan Sunandha Rajabhat University = 1.434 + (.357 \* research environment) + (.168 \* Research grants) + (.189 \* Research conducting timing) + (.184 \* Research Convenient, facilities equipment) + (.179 \* Internal and external organization support) by explaining Factors Influencing Conducting Research of Academic Personnel and Academic Support Personnel in College of Innovation and Management, Suan Sunandha Rajabhat University, was 88.3% with a standard error of forecasting equal to .254, as Sheldon (1987), said that the factor in conductive research, it consists of 5 components: 1. Internal and external from organization support said that effective research management includes receiving support from executives by setting policies to support training and facilitate, It is the motivation for researchers to succeed, there are many factors that drive professors to conduct research, effective research administration. 2) Funding for research, (3) there is the center of organization for research management to communicate with other organizations and also follow up and also research evaluation (4) there is a strategy of research management (5) more activity in developing the potential of research 2. On the side research budget (grant), is a necessary support resource for the research of professors, because research in the laboratory requires various equipment and consumables. Field research involves walking expenses and various consumables according to the conditions of the research. 3) Research environment, creating a research climate that the most important point is the creation of a "Research community" in the university Faculty or Department a research community is born. When a certain number of people have a goal common wish, there is a meeting to collaborate or encourage each other, to achieve that objective, collaborate in setting goals, setting plans, co-recognizing the progress of work, and giving opinions to improve work or solve problems, and together rejoice when the work progresses or is a successful collaboration between researchers, communication, assistance exchange ideas support between researchers other associates and experts in research are factors that affect the work of professors. 4). Research Convenient, facilities equipment said that in terms of equipment, tools, and facilities. Manpower and capital, the basic necessities for research development include databases, including secondary and primary data in the form of libraries, document centers and data centers, and laboratories. These are influential elements that enable faculty to conduct quality research, including information sources, documents, information systems, and information systems. And

5) the research period, the conducting timing of the thesis and any activity are about the research of professors other than their responsibilities in each research. Study documents, collect data, and analyze data. These processes take a lot of time. Professors must have the ability to manage time in order to have sufficient time to conduct research and related activities. Therefore, the time spent on research is an important factor in the production of research professors and confirmed by the research results that the time spent in research is related to research productivity. Mahidol University The research found that 1) the work experience of personnel is a factor that greatly affects the development of work potential because the person has knowledge and expertise in their work before conducting research. 2) Job participation, independence at work, opportunities for career advancement, remuneration/grants, and the research of Wanida Pingsa Noi (2013) studied the factors influencing the research of academic staff, and health science groups. Thammasat University. The results of the study showed that 1) individual factors and motivational factors for conducting research were very high. 2) Individual factors, motivational factors, and factors contributing to the research were statistically significantly correlated with the total number of research results at .01 and .05 levels. Able to participate in forecasting the research of academic staff, and health science groups. Thammasat University 21.1% and 4) Individual factors, research skills and attitudes towards research, motivation for research, self-esteem and factors contributing to research, and environment in research differed statistically significantly at .05 level with different faculties, health sciences, Thammasat University.

## SUGGESTION

### 1. The suggestion and benefit

1.1 It should motivate all personnel to conduct research by making copyright to the public and using increased a benefit.

1.2 It should promote and give an opportunity to personnel to conduct research, by supporting advancement in positions, and research grants, stimulating and fostering good feelings towards doing more research, by continuously creating a research culture within the organization.

1.3 Complicated disbursement procedures related to research should be simplified. And should allocate research funding that is sufficient and suitable for the needs of personnel.

### 2. Recommendations for further research

This research is a quantitative study, in order to see the research clearly. Therefore, it is necessary to study Factors Influencing Conducting Research of Academic Personnel and Academic Support Personnel in College of Innovation and Management, Suan Sunandha Rajabhat University.

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