

ONLINE LEARNING BEHAVIORS AND OPINIONS ON ONLINE LEARNING MANAGEMENT OF THE MASTER OF BUSINESS ADMINISTRATION STUDENTS IN PROFESSIONAL FOOTBALL MANAGEMENT, SUAN SUNANDHA RAJABHAT UNIVERSITY DURING THE COVID-19 PANDEMIC

**Supakorn Tunvaravuttichai ^{1*}, Chaithanaskorn Phawitpiriyakliti ²,
Boonyada Pahasing ³**

^{1,2,3}College of Innovation and Management, Suan Sunandha Rajabhat University,
Dusit, Bangkok, Thailand,*

E-Mail: supakorn.tu@ssru.ac.th, Chaithanaskorn.ph@ssru.ac.th, boonyada.pa@ssru.ac.th

ABSTRACT

This research aims to examine online learning behaviors, opinions on online learning management and online learning problems of Master of Business Administration students in professional football management, Suan Sunandha Rajabhat University. The sample group was 37 students in the captioned field of study whereas the research instrument were questionnaires and data for statistical analysis consisted of the values of percentage, mean and standard deviation. The research findings revealed that most of students were male using smartphones for online learning via home Wi-Fi and mobile network (5G/4G) and the program/applications used were Zoom Cloud Meetings, YouTube and Line. An overview of their learning behaviors showed responsibility and regularity at high level ($\bar{x}=3.89$) and the most behaviors shown was regular online learning attendance according to the schedule set by the university ($\bar{x}=4.29$). An overview of their opinions on online learning management appeared positive at a high level ($\bar{x}=3.78$) and the highest mean values were instructors' proper assistance matched with the students' requirements ($\bar{x} = 4.13$). In view of their online learning problems ranking in order, the environmental problem was at a moderate level ($\bar{x} = 3.29$), followed by personal problem at a moderate level ($\bar{x} = 3.30$), learning support facilities at a moderate level ($\bar{x} = 3.18$), and learning problem at a moderate level ($\bar{x} = 3.18$), respectively. Most of students recommended the university and instructors to well prepare themselves to familiarize with the basic usage of learning management system for convenient and quick access of communication during online classes whereas the assignments should be emphasized on instructors' attention, follow-up and thorough information.

Keywords: Online Learning, Master of Business Administration Program in Professional Football Management

INTRODUCTION

Ministry of Higher Education, Science, Research and Innovation has issued the measures for safety of students, instructors and working personnel at all levels as per the announcement on the Measures and Surveillance of the COVID-19 Pandemic (Vol. 16) dated July 13, 2021 to

be as a guideline for higher educational institutes and the ministry's internal agencies indicating that all concerned were required to launch work from home program or working outside the office especially all institutes and agencies located in highest and strictest controlled areas. Additionally, all required to mostly conducted highest proceedings and adhere to perform their duties or activities via the electronic method including refraining activity arrangement causing congregation or movement of a large number of people such as meeting, seminar, examination or training. For other areas, it was subject to discretion of the department heads/executives of each agency to evaluate risk and context of such an area as per the obligations. This therefore affected learning management of Suan Sunandha Rajabhat University to adjust learning management of all courses from on-site to online platforms.

Consequently, the Master of Business Administration Program in Professional Football Management, College of Innovation and Management, Suan Sunandha Rajabhat University implementing the captioned program B.E. 2562 is required to strictly conform with the university's measures and all courses have been conducted via online platforms along the 2nd semester of the 2020 academic year starting from December 23, 2020 onwards. The responsible persons in each program have instructed via Zoom Cloud Meetings Program, the main software of College of Innovation and Management together with other programs or applications as deemed appropriate to support learning of students to have them gain knowledge on football management, other related managements including skills and competency as specified in this captioned program (Choengklinchan, 2021).

According to the abovementioned instructional operation, the researchers are of the view that it is necessary to examine online learning behaviors and opinions on online learning management of the students in the Master of Business Administration Program in Professional Football Management, Suan Sunandha Rajabhat University under the COVID-19 pandemic in order to apply the research findings for development of online learning management to match with their online learning behaviors and propose the findings to the College of Innovation and Management, Suan Sunandha Rajabhat University to use as a guideline in order that the service provision of learning support facilities for students shall be undertaken under the COVID-19 pandemic more effectively.

LITERATURE REVIEW

1.1 Development Trend of Forestry Economy

In order to achieve stable and healthy development of forestry economy, we must recognize the trend of future forestry development. The development of my country's forestry economy must first be in a state of balance and consistency with the world's forestry industry. At the current stage, my country's forestry economy has gradually shifted to a strategic direction, the number of plantations is increasing, and the ecological environment has gradually been paid attention to, and has become the focus of attention from all walks of life. Secondly, in the future, my country's forestry economy needs to develop in a comprehensive and scientific direction. Only when the management is truly comprehensive can the forestry economy play an important role in our country's economy. Forestry economy is an important part in the development of our national economy, and it is of great significance to social stability and economic stability. At present, there are some problems in the development of forestry economy in our country, which restrict the development of economy. Faced with these problems, forestry enterprises and the government should actively link up, formulate comprehensive management measures, and innovate management models, so as to promote the sustainable and stable development of forestry economy. This will play an important role in guaranteeing the future social development of our country.

1.1.1 The highly informatized development of forestry economy

Due to the relatively large area of forest land, large human, material and financial resources need to be invested in the management of forestry economy, which requires the application of information technology to forestry economic management to improve work efficiency and quality. In recent years, the forestry department has gradually introduced the information network into the management of the forestry economy, and gradually realized the importance of realizing the information management of the forestry economy. Therefore, in the future development, the forestry economy will further develop towards the direction of informationization. Realize a high degree of information management. (Xia,2017)

The grass-roots forestry economic management is under great pressure. By introducing an information management system, it can help improve work efficiency and reduce work pressure. In recent years, the maturity of information technology and the popularization of the Internet have also provided necessary support for the innovation of forestry economic management. Therefore, the forestry department must pay attention to the construction of the level of industrial informatization regardless of the convenience of work or the economic benefits of the industry. In addition, the construction of forestry industry information system can also realize the integration of forestry industry resources, and also provide positive help to the improvement of forestry management efficiency. At this stage, some grass-roots forestry departments have a low level of informatization management due to the influence of economic conditions, geographical location and other factors. With the continuous development of information technology, it will inevitably promote the forestry economic management to achieve new achievements.

1.1.2 Forestry economic structure was further improved and optimized

At present, my country still has the problem of a relatively single economic structure in the development of the forestry industry. Therefore, in the future development, it is necessary to continuously enter the forestry products with higher benefits, continuously strengthen the degree of deep processing, form an industrial chain, and comprehensively adjust the forestry economic structure. In addition, it is also necessary to establish the concept of sustainable development, promote the healthy development of the forestry economy, develop the eco-tourism industry, support forestry enterprises with strong economic strength, and implement assistance and merger policies for small enterprises with poor economic benefits to help the forestry economy. steady development. In the process of forestry economic development, forestry products can choose forestry products with strong support, high efficiency and strong driving ability, carry out deep development and deep processing, and comprehensively adjust the forestry economic structure. In addition, to comply with the market development and demand, follow the concept of sustainable development, and develop the forestry economy in various aspects, the strategy of selecting the best and supporting the strong can be implemented. In the current forestry economic development enterprises, choose the ones with higher management level and better economic benefits for key support, such as promoting green eco-tourism. For enterprises with poor economic benefit and small enterprise scale, the policy of merger or help development can be implemented to make the stable development of forestry economy.

1.2 Problems existing in forestry economic management

1.2.1 Forestry industrialization is too low

Forestry economy is mature mainly see the degree of its industrialization, forestry industrialization in our country mainly manifested as regional development imbalance, scattered management model is more common, has not formed a scale development mode, not established perfect forestry industrialization chain, many local forestry association failed to play a due role, which largely hindered the docking with external forest market, forestry economy is difficult to deepen in the direction. At present, due to the influence of local natural conditions, traffic and other factors, the development of regional forestry economy is different, resulting in the phenomenon of unbalanced forestry economy. In addition, economic individuals in forest areas

are scattered and small in scale, which are the main factors hindering the economic management of forest areas. These factors hinder the large-scale and intensive production of forest areas, resulting in an incomplete industrial chain and the inability to quickly open up the market.

1.2.2 Forestry property rights.

The development of forestry economy is mainly realized by the operation and management of enterprises. Therefore, the management of forestry enterprises occupies an important position in the development of forestry economy. However, there are always problems in the property rights of forestry enterprises in our country. As we all know, forestry resources are national resources, and forestry enterprises do not have corresponding ownership. At the same time, the taxes generated during the operation of forestry enterprises need to be regarded as part of the state-owned property. Secondly, there are usually problems of the separation of government and enterprises within forestry enterprises, which seriously affect the healthy development of forestry economy. It is a very obvious problem at present, which needs to be solved in time.

1.2.3 Forestry Industry Developer Issues

For a long time, the work of grass-roots forestry departments has focused on forest area construction and forest protection. However, in the long-term work, the forestry department has not paid enough attention to human resources management, and the training content is mainly management skills. Therefore, human resources management It also tends to train and educate the management skills of forestry personnel. In this way, the staffing of forestry industry development is relatively small, and only the most basic forest resources can be exported to the outside world, and the added value of forest trees cannot be increased through deep processing of products, so the economic benefits of forestry cannot be improved. One of the important reasons for low efficiency. (Kong,2013)

1.2.4 The law enforcement of forestry is not enough

At present, my country already has a complete forestry inspection system, which is based on forestry grass-roots law enforcement checkpoints and supervises and manages the development and utilization of forest resources in accordance with relevant laws and regulations. However, as far as the current situation is concerned, my country's forestry law enforcement is insufficient, the law enforcement environment needs to be improved, and the comprehensive quality and work ability of law enforcement personnel need to be improved. The economic management of forestry must comply with relevant systems and regulations, and strengthen law enforcement. Lax enforcement will reduce the deterrent effect of laws and regulations and breed corruption in the forestry economy. In order to improve the utilization rate of forestry resources and make the utilization efficient, relevant departments should strengthen the supervision and management of the use of forestry resources and forest land. (Luo,2018)

1.2.5 Less investment in forestry projects

The construction of forestry industry needs a long-term process, so a lot of funds needs to be invested. However, in the actual work, the lack of funds is very common, leading to the backward forest maintenance and management in the late stage, prone to a variety of natural disasters, resulting in losses.(Ma,2015) The construction of forestry industry is a long-term work, whether in the early construction or the later management and maintenance, certain funds need to be invested as a guarantee.However, in the actual work, some forestry units lack a long-term development vision, and only completed the preliminary construction work, while the later forest area maintenance and management work did not follow up simultaneously.At the same time, due to the single source of funds, it will also lead to the subsequent shortage of operating funds, and the forestry economy is difficult to get sustainable development.

1.2.6 The level of technology is backward

Compared with other developed areas, the technical level of forestry in Qinling area is not outstanding. For example, in terms of afforestation, the survival rate of forest trees in the Qinling Mountains is relatively low. At the same time, some forestry areas neglect the development of mixed forest land, and there are many pure-bred forests, resulting in unreasonable tree species

structure. Because the tree species is too single, the tree species is not suitable, the soil quality is damaged, and it cannot resist the invasion of natural hazards. In the afforestation work, the afforestation methods are unscientific, the amount of fertilizer and watering cannot be well controlled, and the survival rate of forest trees is reduced. The level of forestry science and technology is not high, the in-depth development of forestry products is neglected, the processing methods are extensive, the level of productivity is low, and the level of forestry development is relatively backward.

RESEARCH METHODOLOGY

2.1 Innovate the forestry human resource management mode and improve the comprehensive quality of forestry industry developers

The innovation of forestry economic management mode cannot be separated from the work support of professional forestry personnel. Therefore, human resource management must be put in the first place of forestry economic development. In order to promote the continuous innovation of forestry industry economic management mode, professional forestry personnel are necessary, so we need to innovate forestry human resources management, specifically starting from the following aspects: First of all, the forestry department needs to raise awareness, establish the correct concept of human resources management, appropriately improve the standard of talent selection, use higher benefits to attract high-quality talents to participate in the forestry economic management, the relevant departments in the recruitment of forestry industrialization research talents, to investigate the professional knowledge and professional quality, make it can promote the development of forestry economic innovation management. Secondly, it is also necessary to regularly organize these staff to participate in the training, improve the professional quality and professional moral quality of forestry staff, and do a good job of assessment, to lay a good talent foundation for the development of forestry economy. (Mao, 2017)

2.2 Innovate the operation and management mode

Nowadays, with the rapid development trend of forestry getting faster and faster, the original forestry management system can no longer meet the development requirements of the modern economic system. Therefore, in order to better adapt to the needs of social development, the Chinese government departments must increase the innovation and strengthening of the forestry management mode, strengthen the establishment of a perfect management system, quote more excellent and advanced new technologies and new knowledge, completely break the traditional natural afforestation mode, and attach great importance to the construction of artificial forest. In addition, relevant and effective management methods are adopted according to the actual development situation, and the investment channels are continuously expanded, so that more individuals or enterprises with economic strength can invest in forestry management. Secondly, it is necessary to take adequate measures to protect forestry resources, change the public ownership forestry system, and focus on developing forestry under non-public ownership conditions. Institutional innovation is the guarantee of innovative management of forestry economy. Only with perfect institutional guarantee can the innovation of other functions of forestry economy be realized.

2.3 Raise the level of science and technology of forestry economy

Science and technology development is the best way to balance economic benefits and ecological benefits, should completely change the traditional at the cost of destroying the environment and natural resources to achieve the way of development, increase the support of professional colleges and local research team, further study the nature of self-destruction and self-repair limit, so as to set the scale of scientific development, through scientific guidance, to achieve

the harmonious development of man and nature, man and the environment. Under the background of fast-paced economic development, the traditional forestry management model has not adapted to the needs of The Times. Forestry economic development should conform to the trend of The Times, keep pace with The Times, in order not to be eliminated by the society and The Times. Forestry economic development can not only pay attention to economic benefits, but also pay attention to social benefits, which requires the forestry economy of each region to take the road of sustainable development. Sustainable development cannot be separated from the support of innovation and science and technology. Only by constantly improving the scientific and technological level of forestry economy can we occupy a place in the economic market. At the same time, the state should introduce a series of protection measures to ensure the sustainable development of forestry economy. We should support forestry personnel to constantly learn advanced knowledge and skills and improve forestry technology. (Mao, 2017) At the same time, we should continue to increase the wages and welfare benefits of forestry technicians, and encourage them to better invest in the construction of forestry economy. (Xia, 2017) Only by constantly strengthening the innovative management of China's forestry economy, can we promote the stable and sustainable development of China's forestry economy.

2.4 Forestry Industry Informatization

With the development of the Internet, information technology plays a very important role in the development of the industry. Computer technology has been widely used in many fields. Forestry departments should introduce computer technology into forestry economic management, to provide technical guarantee for forestry economic management, and then improve the level of forestry economic management. Relevant departments can build an industrial information system to supervise and control the forestry industry, which can not only reduce the generation of problems, but also further bring the forestry economic management in line with times. (Xia, 2017) Only when the construction of forestry informatization has achieved results can the decision-making level, service level and office level of forestry be better improved.

2.5 Continuously improve and innovate the system management mode of forestry industry

In order to promote the smooth development of forestry economic innovation management, in addition to professional talents, a sound management system is also required. Therefore, it is necessary to continuously innovate and improve the management system. First, innovate the logging system. According to the actual situation of the region, reasonable logging, severe punishment of indiscriminate logging, to avoid waste of forest resources. In view of the indiscriminate deforestation in grass-roots forest areas, forestry departments should strengthen forest management and safeguard their own economic interests. Secondly, strengthen forest quarantine management. Forest diseases and insect pests will not only cause a large number of tree deaths, but also dead branches and fallen leaves in the forest area will cause fire hazards. By implementing a strict forest area quarantine system, such problems can be effectively avoided. At the same time, it is also necessary to pay attention to forest fires, eliminate all sources of ignition, and prevent fires from occurring. Finally, innovate forest processing management. Forest wood processing can increase the added value of forest trees, but it is prone to serious waste in the processing process. By strengthening management, optimal utilization of forest resources can be achieved. (Shen, 2015)

2.6 Establish scientific staged forestry development goals

Compared with the general industry, the forestry industry has certain particularities, and its economic value and ecological value need to go through a long-term process. waste. This requires the forestry department to raise awareness, establish a scientific development concept, and formulate phased goals according to the actual situation of local forestry resources. Under normal circumstances, goals can be divided into two types, one is short-term goals, and the other

is long-term goals. For example, after setting short-term goals, the forestry sector needs to establish and improve the infrastructure for forestry development to provide basic conditions for the development of the forestry industry. In addition, it is also necessary to cultivate leading enterprises in the local area, establish and improve the industrial chain, deepen the processing level, make a brand, and realize the improvement of brand efficiency. (Jin,2015)

2.7 Government support should be increased

The healthy and harmonious development of forestry economy is inseparable from the joint efforts of all sectors of society, especially the government's support. For a long time, the government has played a leading role in the development of the forestry economy. To achieve faster development of the forestry economy, it is inseparable from a sound legal foundation and the support and help of the government. The government can set up special support funds, and reward some high-efficiency development projects, introduce advanced technology and strengthen the training of forestry personnel, and actively promote the technology to the grassroots. At the same time, it can also take advantage of the policy to introduce new varieties, establish high-tech forestry demonstration parks, promote the improvement of the local forestry economy, and guide the forestry economy to become public welfare.

CONCLUSION

With the rapid development and change of my country's economy and society, the economic development direction of my country's forestry has also changed to a certain extent. At the same time, this change plays an important role in the economic development of my country's forestry. These changes are mainly in the following aspects. Changes: First, from traditional forest production to current environmental protection, ecological and healthy construction; second, from original natural forest protection to current artificial forest protection; From the original free use to the current paid use, the fifth is the change from the forestry management of individual departments to the current social forestry management. In a word, there are still some deficiencies in the development of regional forestry economy in my country. Therefore, according to the development status of regional forestry economy, we should continuously improve and innovate the management of forestry economy, adopt some innovative measures, and combine the trend and direction of forestry economy development. Only in this way In order to promote the healthy and stable development of my country's forestry economy. By innovating the forestry economic management model, on the one hand, the economic value of forestry can be maximized, and the economic value created can feed back the construction of local forestry infrastructure, thereby realizing the sustainable development of the forestry industry. On the other hand, the development of forestry economy also plays a certain role in further improving the ecological value of forests. Therefore, the forestry department must combine the actual situation of the forest area, take into account the ecological value and economic value of the forest, so as to realize the sustainable development of the forestry industry.

REFERENCES

- Sinchai, K and Jeyalee, O . (2020). Online Learning and Teaching Management under Social Change in the 21st Century. *Phuket Rajabhat University Academic Journal*, 16(2), 1-18.
- Understanding the Differences of 4 Generations to Break the Gap for Happy Workplace.*(2019). Retrieve from <https://www.posttoday.com/life/healthy/587633>.

- COVID-19: CCSA Approved An Extension of Red Zone in 29 Provinces and Prepared for 14 days Lock-down.* (2021, February 1). Retrieve from <https://www.bbc.com/thai/thailand-58047351>
- Sittichan, P, Nilawan, A and Klinpong, S. (2021, May). Opinions on Online learning Management of Mathayom 6 students in Chanthaburi Province during the COVID-19 pandemic (Page 358-378). *in the National Conference in Innovative Business and Entrepreneurship*. Pathumthani: Rangsit University.
- Sasow, P , Yuennan, C and Peansungnern, N. (2020). Learning and Teaching Online in Nursing Education during the COVID-19 Pandemic. *Journal of Health and Nursing Education*, 26(2), 189-202.
- Jaturanon, W , Charncherngyouthachai, S , Kansarn, S and Parnmanee, R. (2020). A Study on Online Behaviors and Satisfaction on Online Chinese Learning Management of Bachelor of Education students in Chinese Language, Faculty of Education, Burapha University, summer semester of the 2019 academic year as per the measures and surveillance of the COVID-19 pandemic. *Chinese Language and Culture Journal, Huachiew Chalermprakiet University*, 7(2), 291-310.
- Wayo, W , Charoennukul, A , Kankaynat, C and Konyai, J. (2020). Online Learning under the COVID-19 Virus Epidemic Situation: Concepts and Application of Teaching and Learning Management. *Regional Health Promotion Center 9 Journal*, 14(34), 285-298.
- Inthason, S. (2020, July-December). COVID - 19 and Online Teaching case study: Web Programming Course. *Journal of Management Science Review*, 22(2), 203-213.
- Jueseekoon, S, Teeranasar, A, Charoenphatharawut,T, Srijai, N, Makkhaw, M, Chanrangsri, W,...., Viroj, A. (2020). Teaching Approach to Online Art Studio in Difficulty Case Study: COVID-19. *Journal of Educational Studies*, 14(2), 99-114.
- Chuechai, S. (2018, September-December). Using Social Media in Blended Learning. *Journal of Industrial Education*, 17(3), 214-221.
- Panrod, U, Thabpetch, S, Suwanmanee, C and Sinraksa, T. (2021). Opinions on Online Learning of Bachelor of Arts Program in English Students, Faculty of Humanities and Social Sciences, *Songkhla Rajabhat University*. *in the 3rd National Conference in Humanities and Social Science "New Paradigm of Humanities and Social Science for Local Development"*. Songkhla: Songkhla Rajabhat University.
- Choengklinchan, A.(2021) Management attitudes toward of Thai Amateur Football Leagues. *Journal of KMITL Business*. 11(2), 1-11.
- Pahasing,B.,Girdwichai,P.,Kulwanich, A., Siriyanun, S.(2022). Business Innovations in The Digital Economy That Affect Online Shopping Behavior and The Trend of Future Service Usage Among Consumers in Bangkok, Thailand. *International Journal of e Business and e Government Studies*,14 (2), 148-165.
doi:10.34111/ijepeg.202214128.
- Kulwanich, A. (2022). The mediating effect of perceived value on the relationship between motivated consumer innovativeness and sports facility revisit intentions. *ABAC Journal*, 42(2), 89-106. <https://doi.org/10.14456/abacj.2022.6>.