Abstract

Title : Factors Affecting Effectiveness of Academic Performance
of Academic staff at Rajabhat University in Thailand

By : Mr. Pongsan Tanyong

Degree : Doctor of Philosophy

Major : Management

Advisors : ....

(Assistant Professor Dr. Jidapa Thirasirikul, Ph.D.)

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(Associate Professor Dr. Nopporn Chantaranamchoo, Ph.D.)

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The objectives of this research were 1) to study the effectiveness of academic performance of academic staff at Rajabhat University in Thailand, and 2) to study some factors affecting their effectiveness. This research used mixed methods, which the quantitative research was the main methodology. 682 questionnaires were collected from Rajabhat Universities in Thailand by multistage sampling technique and 12 people participated in in-depth interview. The statistical techniques were used in data analysis. Descriptive statistical and Structural Equation Model statistical were used to prove the hypothesis and used in path analysis. Also, the qualitative data was applied to describe quantitative results.

The results showed that the effectiveness of academic performance was moderate in average. The factors affecting the effectiveness of academic performance were quality of working life, perceived organizational support, transformational leadership, job motivation and job satisfaction, which had high level in average.

The factors affecting effectiveness of academic performance of academic staff at Rajabhat University include job motivation, which directly affected effectiveness of academic performance. While, it indirectly affected through job satisfaction with statistical significance. Perceived organizational support indirectly affected effectiveness of academic performance

through job satisfaction with statistical significance. Transformational leadership directly affected effectiveness of academic performance and indirectly affected through job satisfaction with statistical significance. Both direct and indirect effects of transformational leadership showed negative correlation. Job satisfaction directly affected effectiveness of academic performance with statistical significance.

According to the coefficient prediction (R^2) of Structural Equation Model, it was found that quality of working life, perceived organizational support, transformational leadership, job motivation and job satisfaction could exactly predict the effectiveness of academic performance for 51 percent.