



Administration Psychology Model of University in Thailand

Nipa Pongvirut¹

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ABSTRACT

This study was the first part of my meta studies research in the field of administration psychology. The purposes of this mixed quantitative and qualitative research were 1) to indicate administration psychology model 1. 2) to find the practice level of using administration methods and psychology methods model 2. 3) to find the correlation between administration methods and psychology methods model 3. 4) to find administration psychology model 4 that was developed and approved for the good practice model. The sample were 364 administrators from 28 universities all around the region of Thailand by cluster random sampling. Questionnaire with 5 levels 51 items with 5 rating scales reliability at .94 were used to collecting data. Statistical using to analyzes were mean, Person's product moment correlation and focus group for development and approved the administration psychology, good practice model we had found.

Summary of research finding: 1) the model 1 from qualitative research composed of administration methods 4 indicators and psychology methods 9 indicators. 2) the model 2 from quantitative research were remodel by rotated indicators in 2 major factors. 3) from the coefficient correlation we found the model 3 and rotated indicators in 2 major factors again. 4) from the focus group we found the model 4 with importance factors as follows. We found high correlation between administration methods and psychology methods.76 . The most three high correlation were administration methods: leading, planning and organizing and psychology methods: concreteness (love, trust, faith and justice), cultural empathy and confrontation.

Keywords: psychology, administration, university in Thailand

¹ M.A.Guidance Psychology Srinakharinwirot University Ed.D.Education Administration Srinakharinwirot University President of Guidance Association of Thailand (GAT) nipapong@hotmail.com



Introduction

Depend on the principle of psychology believed in individual different affect to behavior come from stimulus inside a person: genes, emotion, attitude, intelligent, value etc. and stimulus outside a person: environment social ,culture, religion, economic, etc. Administrators in higher education would to understand the nature of people behavior. The third long plan of higher education 15 years (B.E.2560-2574) in accordance with national strategic plan for 20 years(B.E.2560-2579) stable, prosperous, sustainable. Higher education had policy striving to develop population all age by academician, researchers, experts and educators. Higher education had tendency to develop people in the way of outside a person. I would like to know how much the administrators of university in Thailand think about psychology, the level of their practices, how their administration methods correlation with psychology methods. This research want to find the answers.

Research Objectives

1. To indicate administration psychology model 1.
2. To find the practice level of using administration methods and psychology methods model 2.
3. To find the correlation between administration methods and psychology methods model 3.
4. To find administration psychology model 4 that was developed and approved of the good practice model.

Research Methodology

1. Samples

The samples according to Krejcie and Morgan (1970:608-610) concept were 364 administrators from 3,348 population in 108 universities all around the regions of Thailand. We sampling by cluster random sampling from government autonomous universities, government universities, Rajabhat universities and private universities in 5 regions of Thailand.

2. Research Instruments

The research instruments consist of the relevant documents for qualitative research composed of administration methods 4 indicators and psychology methods 9 indicators. Questionnaire with 5 levels 51 items with 5 rating scales reliability at .94 were used to collecting data. Statistical using to analyzes were mean and standard deviation. Person's product moment correlation for quantitative research. Documents for focus group to approved the administration psychology model we had found.

3. Data Collection

3.1 For qualitative research we study documents about administration methods and psychology methods for synthesis concept and theory. We had found administration methods 4 indicators and psychology methods 9 indicators for questionnaire.



3.2 Questionnaire with 5 levels 51 items with 5 rating scales reliability at .94 were used to collecting data 364 papers. We had received 359 papers 98.63 percentage

3.3 For focus group discussion, 8 experts according to Stewart and Shamdasani (1990:128) were invited to participate discussion forum organized in order to development model we had founded.

4. Data Analysis

Depend on research objective :

4.1 We indicate administration psychology model 1 by study documents about administration methods: leader's heart (McCrea and Ehrich,1999:435) 4 factors, psychology methods: empathic attitude (Ivey and Others,1993:28) 9 factors and synthesis for created model 1

4.2 We found the practice level of using administration methods and psychology methods in model 2. We had 2 group of interviewing for 6 psychology experts and 6 professors in university administrators and create questionnaires 51 indicators from administration 24 indicators and psychology 27 indicators. We check content validity, index of congruence : IOC .93, reliability (Cronbach,1984:126) .94 and collecting data by cluster sampling 2 steps. 1) cluster random sampling 28 universities form 108 universities : government autonomous universities, government universities, Rajabhat universities and private universities in 5 regions of Thailand. 2) simple random sampling 40 percentage of university administrators form 28 universities 364 samples. Data analysis by mean, standard deviation and created model 2

4.3 We found the correlation between administration methods and psychology methods in model 3 by correlation analysis between variation x : psychology methods and variation y : administration methods and created model 3

4.4 We found administration psychology model 4 that was developed and approved for the good practice model by focus group discussion, 8 experts according to Stewart and Shamdasani (1990:128) were invited to participate discussion forum. They had approved and developed model 4 as good practiced model.

Research Results

The research results were presented according to the research objectives as follow:

4.1 We indicate administration psychology model 1

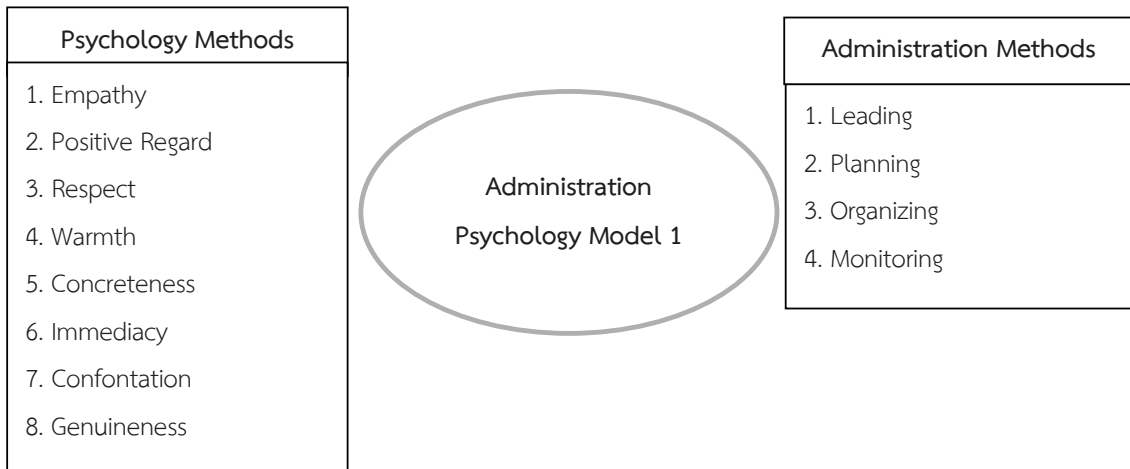


Figure 1 Model 1

4.2 We found the practices level of using psychology methods and administration methods and created model 2

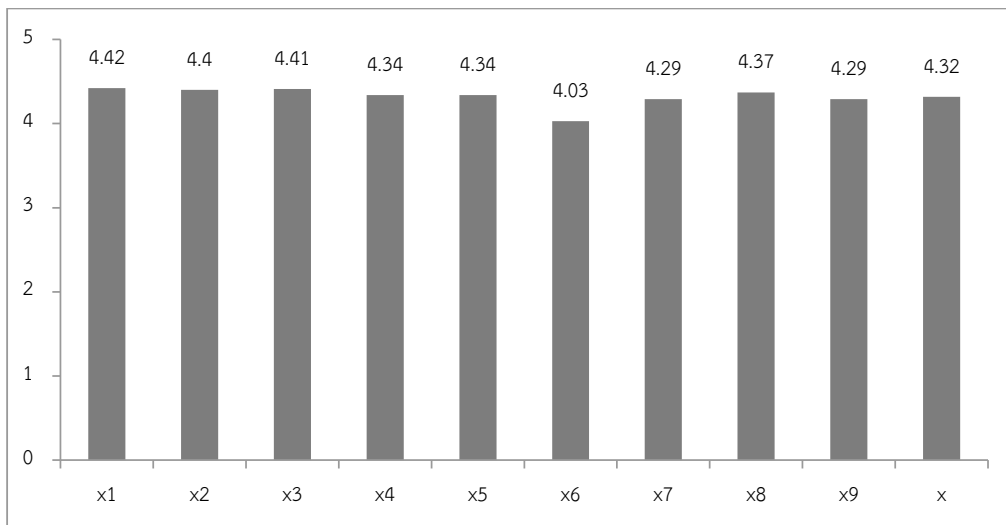


Figure 2 Level of psychology practice in universities

X = Psychology Methods, X_1 = Empathy, x_2 = Positive Regard, x_3 = Respect, x_4 = Warmth, x_5 = Concreteness, x_6 = Immediacy, x_7 = Confrontation, x_8 = Genuineness, x_9 = Cultural Empathy

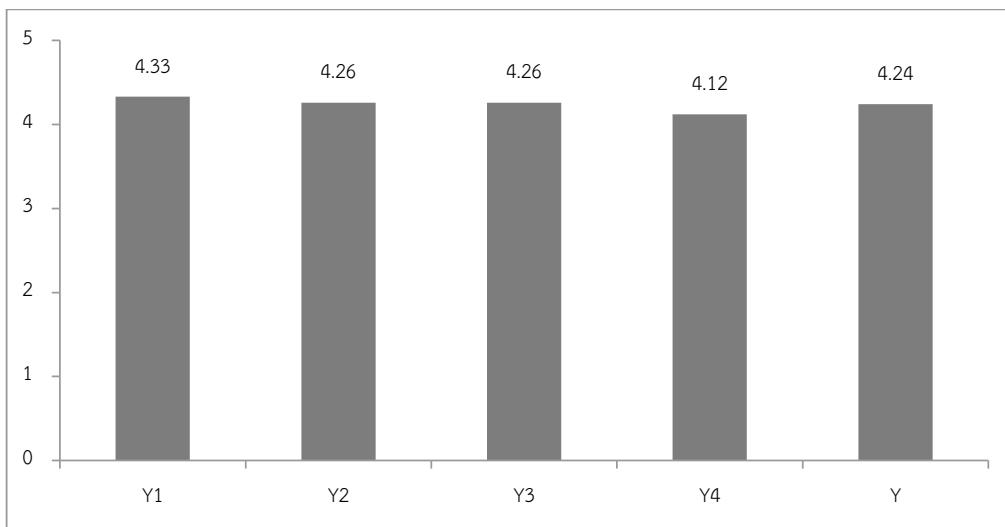


Figure 3 Level of administration practice in universities

Y=Administration Methods, Y₁= Leading, Y₂ = Planning Y₃ = Organizing, Y₄ = Monitoring

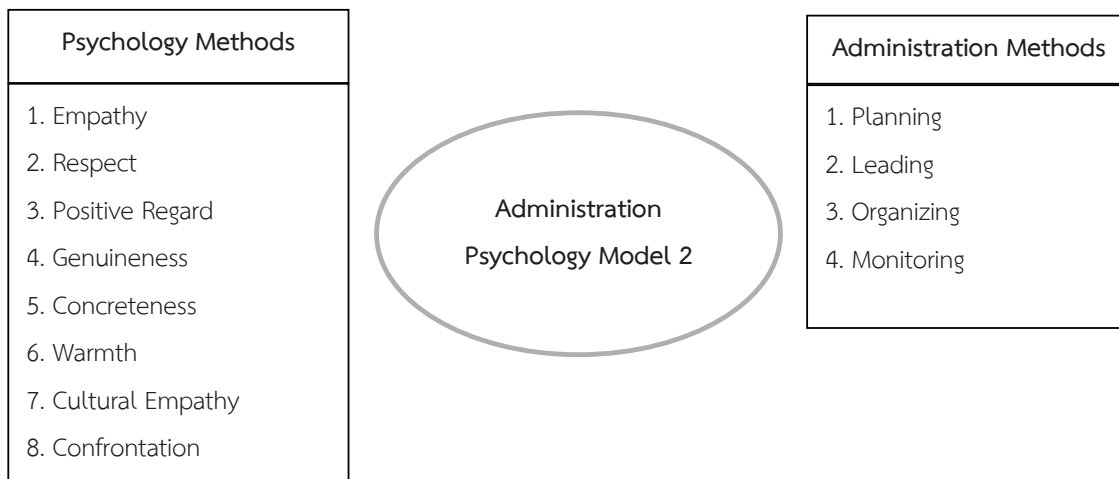


Figure 4 Model 2

4.3 We found the correlation between administration methods and psychology methods model 3

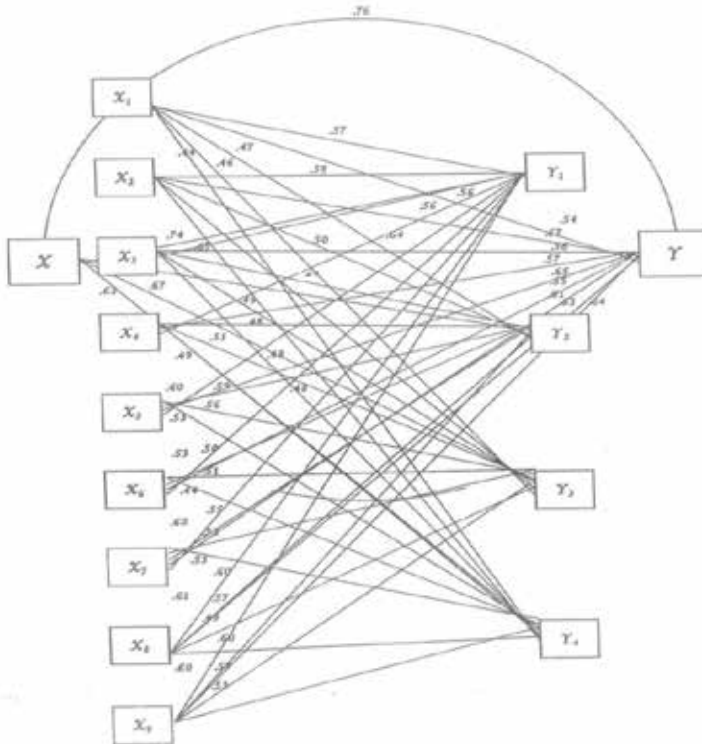


Figure 5 Correlation between administration methods and psychology methods

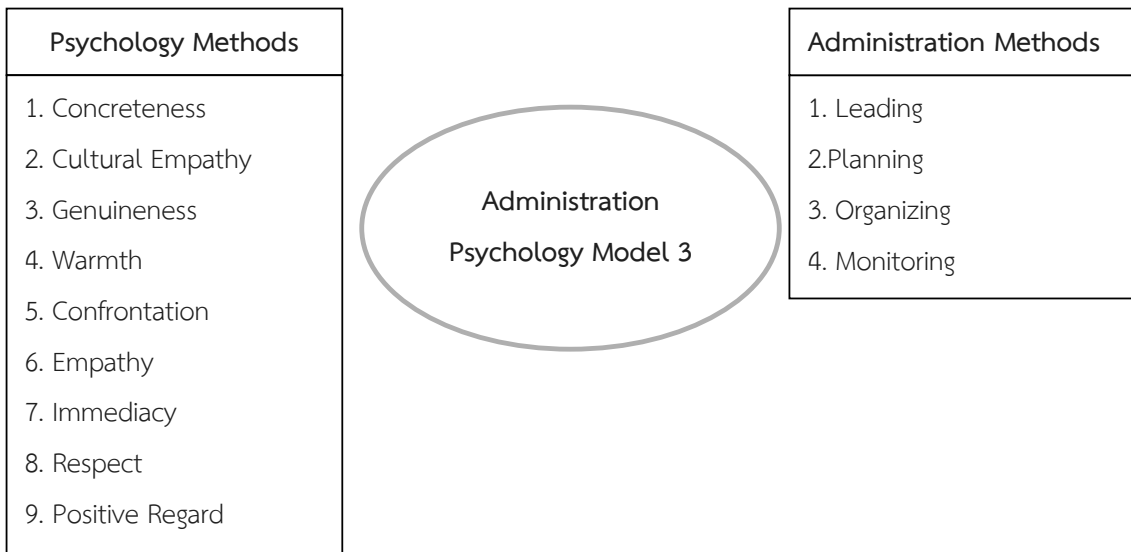


Figure 6 Model 3

4.4 We found administration psychology model 4 that was developed and approved for the good practice model.

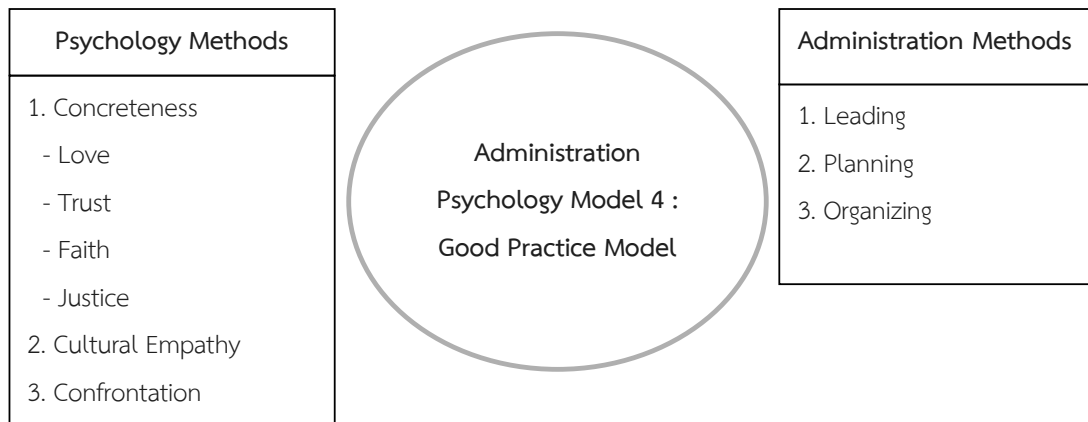


Figure7 Model 4 good practice model

Discussion

The following points based on the research results were discussed:

1. The qualitative research had been indicated administration methods and psychology methods that appropriate for using in universities as model 1 for using to create questionnaire. There are many concepts and theories of administration methods and psychology methods, but their needs were analyzed in order to obtain the authentic data for next step of this research. We used the concept of administration methods: leader's heart (McCrea and Ehrich,1999:435) 4 factors, psychology methods: empathic attitude (Ivey and Others,1993:28) 9 factors had shown as model 1

2. The quantitative research had been found the practice level of using psychology methods in top four factors were : empathy, respect, positive regard and genuineness that mean the administrators pay attention to these four factors for their personnel in university. In the same way we had found the highest factor to low factor of using the qualitative research had been were : leading, planning, organizing and monitoring that mean they pay attention to leading more than monitoring. The interesting point from observed administrators in universities pay attention to psychology methods more than administration methods in closely general way : $x = 4.32$ but $y = 4.24$, model 2 shown top factor of psychology was empathy, top factor of administration was leading.

3. From the correlation analysis we had found the correlation between administration methods and psychology methods in general high level $r = .76$ the highest positive correlation top three were: concreteness $r = .65$ culture empathy $r = .64$ and genuineness $r = .63$. Correlation between psychology methods and administration methods highest positive correlation top three were: morale and ethic in organization $r = .55$ the result of planning $r = .52$ good master $r = .51$ master



of morale and ethic $r = .50$. We created model 3 with top 3 factors of administration methods were leading, planning, organizing top 3 factors of psychology methods were concreteness, culture empathy and genuineness shown as model 3

4. The qualitative research with focus group 6 administrators in universities and 6 psychology experts had been indicated administration methods and psychology methods that good practice of universities in Thailand. Top three factors of administration methods were leading, planning and organizing. Top three factors of psychology methods were concreteness (love, trust, faith and justice), culture empathy and confrontation. We had created as model 4 good practice model.

Conclusion

University administration work with academic persons who work for social development. The important for them were soft skills and good behavior that mean psychology is very important for work with every ones. Smart administrator would be pay attention to psychology and apply to develop academic persons in their organization. The result of this research point to important hidden agenda for successful were psychology soft skills with: love, trust, faith and justice. The administrators in university should have cultural empathy. In the way of necessary may be confront by soft skills for save human resources. I do hope administration in next generation will pay more attention to psychology and soft skills to develop human resources in our country.

Recommendation

1. Recommendation for university
 - 1.1 Administrators should pay more attention to soft skills like hard skills.
 - 1.2 Next generation administration policy have to use psychology to reduce problems of personnel
 - 1.3 Policy of higher education have to promote psychology for good practices and training in universities.
2. Recommendation for research
 - 2.1 This research have to expand to others level of education.
 - 2.2 Human resources organizations have to pay more attention to psychology and soft skills research.

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