

## ABSTRACT

**Title** : **Factors Affecting The Conduct of Institutional Research of SUT Personnel**  
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**Publish** : **2011**  
**Source** : **Institutional Research Project Financially Supported by Suranaree University of Technology**

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Factors Affecting the Conduct of Institutional Research of SUT Personnel. This research aimed at investigating four areas namely: 1) the members of staff's knowledge and understanding about the institutional research; 2) their opinions about conducting the institutional research; 3) the causes of not conducting the institutional research; and 4) the motivational factors to conduct the institutional research of members of staff.

The subjects of the study were 252 members of staff both academic and non-academic selected through the stratified random sampling. The data were collected using questionnaires for checklist and estimate or rating scale. The obtained data were analyzed using the descriptive statistics, i.e. the frequency, percentage, mean and standard deviations.

The results of the research are as follows:

1. Regarding the knowledge and understanding about the institutional research, it was found that most of the subjects know that the University has funded institutional research projects and that results of the institutional research can be useful to provide data to support planning, policy, decision tool, educational management, and organizational development. This may be because the study focused directly on problems for each Institute. However, they did not know that the sum of then twenty thousand Baht or less is allocated for each project and the fund will be given to the researcher after the project has been completed.

2. With respect to the opinions about conducting the Institutional research, it was found that the researchers have full freedom. They have an opportunity to think, analyse and decide what to do in their research projects. They can set their work plan, goal and method for working as well as solve the problem immediately. Furthermore, they reported that the relationship with their team leaders facilitates the conduct of institutional research. They are especially comfortable when working together.

3. Regarding the causes of not conducting the institutional research, we found that the public relation is not good and the information is not clear. They have too much work to do and have time constraints. Finally, the fund allocated is too little to conduct a research project.

4. With regard to the motivational factors to conduct the institutional research, it was found that the researchers could make use of the works for their promotion; their research projects can be regarded as part of their workloads. They may also get awards or recognition and the results of their research can be applied in their work.