

พิมพ์ต้นฉบับบทคัดย่อวิทยานิพนธ์ภายในกรอบสี่เหลี่ยมนี้เพียงแผ่นเดียว

C 686408: MAJOR NURSING ADMINISTRATION
KEY WORD:

DESIRABLE COMPETENCIES / PROFESSIONAL NURSE / PUBLIC RELATIONS
PIYANUN SANSUK: DESIRABLE COMPETENCIES OF PROFESSIONAL NURSE
REGARDING PUBLIC RELATIONS , REGIONAL AND MEDICALCENTERS AND GENERAL
HOSPITALS, UNDER THE JURISDICTION OF THE MINISTRY OF THE PUBLIC HEALTH.
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The objective of this research was to study desirable competencies of professional nurse regarding public relations, regional and medical centers and general hospitals,under the jurisdiction of the Ministry of Public Health.The populations were the experts in nursing ,public health and communication arts and public relations. The sample of26 experts were selected by purposive sampling technic .The two steps of research were employed, 1) Interviewed 9 public relations personels,who were public relations nurses in govenment and private hospitals and public relations man in service bussiness.2) Extract contents from the interviews to construct the questionnaire.There were three steps of constructing the questionnaire in order to find out opinion of 26 experts by using delphi technique. The first step was to construct an open-end questionnaire,the second and the third steps were constructed a questionnaire which acquired content in the first steps. The data analysis were performed by using median,mode,and interquatile range.

The major result were as follows :

Desirable competencies of professional nurse regarding public relations are 97 items,of 4 competencies: 1)Attribute competencies in appearance and charactoristics. 2)Professional competencies 3)Communications competencies 4)Relationship establishment and understanding competencies. Within these 97 items, 62 items have been found at the highest level and 35 items were the high level of desirable competencies.

ภาควิชาพยาบาลศาสตร์

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ลายมือชื่ออาจารย์ที่ปรึกษาร่วม