

#3971810327 : MAJOR EDUCATIONAL RESEARCH

KEY WORD: DACUM TECHNIQUE / TRAINING NEEDS ASSESSMENT

SASITHORN KIEWKOR : AN APPLICATION OF THE DACUM TECHNIQUE TO DETERMINE
TRAINING NEEDS ASSESSMENT AND THE TESTING OF ITS RESULTS THROUGH TRAINING
PROCESS. THESIS ADVISOR : ASSO. PROF. SUWIMON WONGWANICH, Ph.D. THESIS
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The purposes of this research were to study an application of the DACUM technique to determine training needs assessment and the testing of its results through training process. The research sample consisted of managers, heads of departments, and staffs in the telecommunication company. The research procedure consisted of two steps. The first step was the conduct of a training needs assessment process: the identification of competencies needed to be improved by the DACUM technique, training needs assessment survey by questionnaire based on the DACUM technique, priority setting of needs by MDF method. The second step was the study of the appropriateness of the DACUM technique by evaluating the training's results, the opinion of the participants on the DACUM process, and comparing the results obtained from the questionnaire using the DACUM technique and those obtained from questionnaire survey of the company with the criteria. The results of this study were as follows:

The survey of competencies needed to be improved by the DACUM technique included seven competencies. The most critical need was the time management. The research revealed that the application of the DACUM technique to determine training needs assessment was appropriate and practical. Additionally, the DACUM technique was able to bring about real training needs. Furthermore, the participants in the DACUM process were satisfied with this technique. When compared to the criteria, the training needs using the questionnaire based on the DACUM process were more consistent than the training needs surveyed by the company's questionnaire.

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