

PERFORMANCE /EXPECTATION /INSTITUTES UNDER THE JURISDICTION DEPARTMENT OF VOCATIONAL EDUCATION /TEACHERS

CHUWIT LIMPAIBOON : A COMPARATIVE STUDY OF THE PUBLIC RELATIONS PERFORMANCE AND THE TEACHERS EXPECTATION IN THE INSTITUTES UNDER THE JURISDICTION OF THE DEPARTMENT OF VOCATIONAL EDUCATION. THESES ADVISOR*: ASST. PROF. JARANAI KANKOSOL, 196 PP. ISBN 974-582-615-4

THE PURPOSES OF THE RESEARCH ARE TO INVESTIGATE AND TO COMPARE THE PUBLIC RELATIONS PERFORMANCE AND THE EXPECTATION OF THE TEACHERS IN THE INSTITUTES UNDER THE JURISDICTION OF THE DEPARTMENT OF VOCATIONAL EDUCATION.

THE RESULT COULD BE CONCLUDED AS FOLLOWS:

1. THE ADMINISTRATORS OF DEPARTMENT OF VOCATIONAL EDUCATION, THE DIRECTORS OF INSTITUTES, THE TEACHERS IN PUBLIC RELATIONS AND THE GENERAL TEACHERS HAVE RIGHT ATTITUDE AND RIGHT KNOWLEDGE ON PUBLIC RELATION PRINCIPLE.

2. BY PRACTICE, INSTITUTES ORGANIZATIONAL PUBLIC RELATIONS MANAGEMENT PERFORMANCE IS AT MEDIUM LEVEL WHEREAS FOLLOW-UP PERFORMANCE IS AT LOW LEVEL.

3. THE EXPECTATION OF THE INSTITUTES ON PUBLIC RELATIONS PLANNING, FOLLOW-UP AND PERSONEL IS COUNTED TO BE HIGH WHEREAS THE EXPECTATION ON INSTITUTES COMMUNITY RELATIONS IS AT HIGHEST LEVEL.

4. THE EXPECTATIONS OF VARIOUS TARGET PUBLICS UNDER STUDIED DIFFERS SIGNIFICANTLY AT THE LEVEL OF 0.01 AND 0.05 BUT THERE IS NO DIFFERENCE AMONG THEIR EXPECTATION ON OBSTRUCTIONS OF PUBLIC RELATIONS PERFORMANCE.

5. INSTITUTES ACTUAL PERFORMANCE AND EXPECTATION ON PUBLIC RELATIONS SIGNIFICANTLY CORRELATED AT 0.01 ON EVERY VARIABLE EXCEPT FOR MEDIA VARIABLE AND PUBLIC RELATIONS OBSTRUCTION.

6. PUBLIC RELATIONS ACTUAL PERFORMANCE DIFFERS SIGNIFICANTLY AMONG HIGH LEVEL, MEDIUM AND GENERAL OTHER INSTITUTES AT 0.05 AS CONSIDERED IN TERM OF SUB-VARIABLES AS PUBLIC RELATIONS POLICY, PERSONEL, SPACE, COMMUNICATION TOOLS, RELATED ENVIRONMENTS AND COMMUNITY RELATIONS WHEREAS THE SIGNIFICANCE IS NOT FOUND AMONG PARALLEL SUB-VARIABLES OF EXPECTATION ON INSTITUTES PUBLIC RELATIONS PERFORMANCE.