

PORNTIP KAWINSUPORN : A STUDY OF KNOWLEDGE, ATTITUDE AND PRACTICE
IN NURSING ADMINISTRATION USING BUSINESS CONCEPTS OF HEAD NURSES
IN PRIVATE HOSPITALS, BANGKOK METROPOLIS. THESIS ADVISOR :
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This research was designed to study and compare knowledge, attitude, and practice in nursing administration using business concepts of head nurses in private hospitals, Bangkok Metropolis, between those variables in the sample who differed in work experiences, with and without administrative training. The sample was 120 head nurses selected by using the multistage random sampling method. The instruments developed by the investigator had been tested for content validity and interval reliability. The major findings were as follows ;

1. The majority of head nurses in private hospitals expressed their knowledge in nursing administration using business concepts at low level, positive attitude and practice in middle and much level.
2. Knowledge, attitude and practice in nursing administration using business concepts, in productivity, selling and marketing aspects of head nurses who differed in work experiences, administrative experiences, were no statistically significant differences at .05 level. However head nurses who had received administrative training had more knowledge in marketing aspects than those who had received administrative training at .05 significant level.
3. Head nurses who have been working more than 21 years, had more practice in productivity and in selling aspect than those who had less working experiences. While in marketing concept, head nurses with 6-10 year of experiences showed more practice than those with 1-5 year experiences.
4. There were no statistically significant differences between head nurses who had different administration experiences and different administrative training in relation to nursing administration practice. However, head nurses who received administrative training had more practice in productivity aspect than those who had no training at .05 significant level.