

Thesis Title: Factor Affecting Successful Joint Academic
Project between Maejo University and Prae
Agricultural College

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Abstract

This research was the study of factors affecting the success of the joint academic project between Maejo University and Prae Agricultural College, conducted to provide understanding about the joint academic project between two institutions. The objective was to study the relationships existing among independent variables that include personnel management, administrative resources, working-standards, support from higher administrators, and communication.

This research study aimed to :

1. Study the characteristics of the administration of the joint academic project between Maejo University and Prae Agricultural College.
2. Analyze the factors that contribute to the success of the project administration.
3. Present guidelines for providing effectivity to the project.

Methods

Data was collected using two types of questionnaires from two sets of population consisting of (1) 28 lecturers and (2) 120 students. Furthermore, data from the observation of some relevant cases and in-depth interviews of some personnel involved in the project administration were also used.

Both qualitative and quantitative data were analyzed for this study. Quantitative analysis was done through SPSS/PC⁺ (Statistics Package for the Social Sciences) and divided into two parts: basic statistics to describe the characteristics of data and advanced statistics employing the T-test, analysis of variance and multiple regression analysis.

Results

1. From the viewpoint of the lecturers, communication was considered an important factor that could lead to the success of the project administration, followed by the support of the higher administrators in relation to the financial and management aspects of the project.

2. From the perspective of the students, communication was also the most important factor that would influence the success of the administration of the project. This was followed by administrative resources that include materials, equipment, etc.

Recommendations

For the future success of joint cooperation project in higher education, the administration of the joint project should consider the following factors.

1. Flow of communication, it is essential for project participants to receive updated information. For the Prae Agricultural College, the administration should set up a communication center and assign responsible officer in charge.

2. The project need top executive support, strong support in all major areas. Top management support can build trust and ensure the effective achievement of high performance standard. The supports needed for Prae Agricultural College were high remuneration for lecturers, travel insurance, teaching materials, and visits from top executives.

3. Standard of Performance, this factor is very important for implementation of high education project. Top executive and project administration need to inform project staff and lecturers about the performance standard before class begin, and conduct evaluation every semester.