

## **CHAPTER THREE**

### **METHODOLOGY**

This chapter describes: (1) the subjects, (2) the materials, (3) the procedures used in the collection and analysis of the data, and (4) the data analysis.

#### **3.1 SUBJECTS**

This study focuses on the attitudes of hiring managers towards the competencies of candidates with online degrees. The population of the study was current graduate students in MBA programs for executives in Bangkok. The population must have at least 5 years work experience as a minimum requirement for the programs. Because there are a large number of executive programs offered from various universities, quota sampling was employed to select the samples from three universities: Thammasat University, the University of Thai Chamber of Commerce and Kasetsart University. The number of the sampling was 77 graduate students, which can be divided into 47 respondents from Thammasat University, 18 from the University of Thai Chamber of Commerce and 12 from Kasetsart University.

#### **3.2 INSTRUMENT**

The research instrument in the study is a questionnaire in Thai designed specifically for the purpose of this study. The questions, consisting of closed-ended and open-ended questions, are organized into three parts, as follows:

Part I: Demographic information of the respondents

Part II: Attitudes towards the competencies of candidates with online degrees

Part III: Suggestions or comments towards the candidates receiving online degrees

As for Part II, it comprises of background information and qualifications of the applicants with online degrees. The background information will be measured by a knowledge-based test, while the attitude test will be measured by Likert scale. The five levels of the Likert scale are shown below:

<b>Level</b>	<b>Score</b>
Strongly agree	5
Agree	4
Uncertain	3
Disagree	2
Strongly disagree	1

### 3.3 PROCEDURES

#### 3.3.1 Research Design

The questionnaire was tested for its readability with 17 human resource managers who were not included in this study. After receiving feedback, the questionnaire was amended for its readability and content. The final version was revised before being distributed to the target respondents.

#### 3.3.2 Data Collection

The procedure for collecting data lasted for two weeks, starting from 8 to 20 December 2008. A cover letter and a copy of the questionnaire was sent to a program director of each graduate school at Thammasat University (TU), University of Thai Chamber of Commerce (UTCC) and Kasetsart University (KU) for permission to conduct the survey. After receiving the approvals, the researcher distributed surveys through program officers at UTCC and KU, respectively. The number of distributed surveys was based on the actual number of the students in the Ex-MBA program in each university. There were fifty questionnaires that were distributed for the graduate students at UTCC while 170 surveys for the students at KU. After one week, the number of questionnaires returned from UTCC was 19 copies while from KU, 27. As for Thammasat University, the researcher distributed 80 surveys directly to the students and was able to receive 60 questionnaires back within one day. The high return of questionnaires from TU was the result of face-to-face interaction with the participants. However, the other two universities had a low response rate due to the university's semester break and time constraint to get the response back on time.

The total number of returned questionnaires was 106. However, 29 questionnaires were discarded due to some misrepresentative information. That was,

the people aged less than 29 years old were unlikely to be graduate students for the executives programs from all three universities. This is because graduate students must have at least five years work experience as a minimum requirement. Moreover, an extreme range of the number of subordinates, more than 100, could affect the accuracy of data analysis in this study. Therefore, only 77 questionnaires could be used in the study.

### 3.4 DATA ANALYSIS

The data collection was analyzed using the Statistical Package for Social Sciences (SPSS). SPSS was used to compute frequency, cross-tabulation, percentages, means, median and standard deviations. Statistical information employed in this study was as follows:

1. Frequency and Percentage were used to illustrate the subject's business type, their direct experience and attitudes towards the candidates with an online degree.
2. Cross-tabulation was used to show the ratio of relationships between the respondents' genders and their educational background.
3. Median and standard deviations were used to calculate the approximate age, number of staff, and recruitment frequency per year.

In summary, this chapter has shown the methodology of this research concerning subjects, materials, procedures and data analysis. In the next chapter, the research results will be presented.