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AWARENESS AND ATTITUDE OF SU PHETCHABURI CAMPUS STAFFS AND STUDENTS TOWARD CSR PROGRAM

Abstract:

The research "The awareness and attitudes of staffs and students toward the social responsibility activities of Department of Management, Silpakorn University Phetchaburi Campus." aims to study staffs and students' awareness and attitudes toward the social responsibility activities and to initiate the guidance to plan, improve and develop the efficiency of Department of Management in relation to social responsibility activities. This research applied a qualitative research methodology and Empiricism research methodology by collecting 20 in-depth interviews from staffs and students of Silpakorn University Phetchaburi Campus. The result has shown that most of staffs and students have awareness and attitudes toward social responsibility. Half of the populations have experienced the social responsibility activities. Furthermore, most of key informants have awareness towards the Department of Management mission's which is "Producing qualified managers with great social responsibility". Therefore, according to the research, the attitude of staffs and students towards social responsibility activities from Department of Management is a good activity which is responsible for the society and interesting to the public.

Keywords:

Awareness, Attitude, Cooperate Social Responsibility (CSR)

Introduction and Objective

With the determination of Faculty of Management Science, Silpakorn University to “Encouraging Wisdom, Developing Knowledge, Promoting Moral, and Performance Leader”, and the determination of the Dean of Faculty of Management Science, Silpakorn University to “Creating the Quality Management Leader with Cooperate Social Responsibility.” These show the determination of the institution’s goal on contributing graduates to be the good leader with creativity and serve the society with moral and cooperate social responsibility.

Thus, Faculty of Management Sciences, Silpakorn University Phetchaburi IT Campus has provided the organizational communication and cooperate social responsibility program. In addition, Faculty of Management Science, Silpakorn University is the only faculty that has organizational communication and cooperate social responsibility section.

With the above reasons, the researcher; therefore, see the importance of the study on the topic of Awareness and Attitude toward Cooperate Social Responsibility of Silpakorn University Phetchaburi IT Campus staff and students

4 Concepts used in this study are the concept and theory of self-awareness (Breckler, 1984), the concept and theory of attitude-changing (McGuire and Millman, 1965), the concept and theory of organizational communication as Formal Communication both in Downward Communication and Upward Communication (Katz and Kahn in Daniels et al, 1997), and the concept and theory of cooperate social responsibility toward organization (Kotler and Lee, 2005)

Therefore, the researcher is interested on how the staff and students of Silpakorn University aware and has attitude toward the communicational organization and cooperate social responsibility program that were provided by the Faculty of Management Science. Because the result of this research will provide significant fundamental information for the administrative officers or related social program officers for the quality and readiness to serve the society that is in accordance with the objective of the Faculty onward.

Objective of the Research

1. To study the awareness and attitude of staff and students toward Cooperate Social Responsibility (CSR) within Silpakorn University Phetchaburi IT Campus.
2. To discover the solution and plan to improve the cooperate social responsibility within Faculty of Management Science to be more effective.

Expected Outcome

1. The result that could contribute to the understanding to self-efficacy and attitude of staffs and students of Silpakorn University Phetchaburi IT Campus toward the communicational organization and cooperate social responsibility program for the benefit of organizational planning.
2. The result that leads to the understanding of problems and obstacles including the solution to improve the program to be in accordance with the target groups and become the concept framework as a model for improvement in the future.

Research Methodology

Choosing Location and Main Informants

For location choosing, the researcher has chosen the location in Silpakorn University Phetchaburi IT Campus because the research need a consecutive set of data and this location answers to its need of fast data-acquiring. Moreover, Organizational Communication and Cooperative Social Responsibility Program were established for the staff and students within Silpakorn University Phetchaburi IT Campus.

The researcher has chosen the main informants who represent their majors and faculties in Silpakorn University Phetchaburi IT Campus, consists of 17 majors and 3 faculties e.g. 7 majors from Animal Sciences and Agricultural Technology, 7 majors from Management Science, and 3 majors from Information Technology and Communication for 17 persons, including staff from the mentioned majors for 3 persons. The total numbers of main informants are 20 persons.

Research Tools

The researcher has chosen tools used in this research as follow;

1. The concept of interview question, which will guide the interviewer on how and which way to lead the interview to.
2. Memo, which will keep record and detailed information of the main informants
3. Recorder, used while performing the interview
4. The researcher; in the qualitative research, the researcher is viewed as the tool to collect important information. The good interviewer must have the qualifications to be able to ask, listen, and lead a good relationship with the interviewee which is the main informant in this case.

Data-collecting Method

The method to collect the data to seek the conclusion of this research, are done by collecting information, altogether with analyze the receiving data. The researcher has performed and collected the data as following;

1. To collect secondary data, the researcher has studied and gathering the basic documents to perform the research e.g. relating report, articles and text books, related information on the internet. In order to gather most of the relating information for this research, the researcher has collected the information since the research project started and done continually until the research has finished. The researcher also tried to gather the most up-to-date secondary data
2. To collect primary data, the researcher has tried to collect the data from the in-depth interview, by defining the points of interest in the interview and tried to pursue the interviewee to be in track of those points and not giving any other data that are not relating to the objective of this research.

Data Checking

The researcher used Data Triangulation to check the data from the personal sources as below;

Personal Sources are that if the main informant changes, whether the data will be the same or not. The researcher has questioned the students and staff from different majors and faculties on how do they aware and has the attitude toward the organizational communication and cooperate social responsibility.

Data Analysis

The researcher has separated the data analysis into 3 steps for the convenience of categorizing the data as follow;

1. Identify the code to separate the set of data, by grouping the dialogue that holds the same meaning into the same groups.
2. Linking the coded data and link their meanings by focusing on the applicable sentences and defining the same meaning as the concept.
3. To analyze and synthesis the data, the researcher brought the published interviews to cross-checking with the data from the recorder.

Research Period

The researcher has collected the research data for one semester from January to May 2015.

Result of the Research

From interviewing the students and staff of Silpakorn University Phetchaburi IT Campus for 20 persons, the research has found that most of the students and staff have heard the word CSR or cooperate social responsibility, while the minority has never heard these words before. For the persons who have heard the word CSR before, these students and staffs understand the meaning of CSR as creating social benefits, repay the social for the sake of environment-destruction, being a good citizen and do not create the burden for other people. They view CSR activities as the good activities, and the activities that were created to contribute the image of the organization as to replace with environment destruction, as to create awareness for generosity in the society, and as the benefit for the society to answer the needs of community members. Some students understand CSR as camping or volunteering for social service only.

For the Cooperate Social Responsibility program of Silpakorn University Phetchaburi IT Campus, most of the students and the staff have participated in the CSR activities of the university, however there are some who has never participated. For the student and the staff who have participated in the CSR activities before, the CSR activities are such as freshman orientation, trash-collecting, afforest, Making a donation for schools, treating meals for poor or disabled children, growing the mangrove, public awareness training, and blood donation.

As the quote of the Faculty of Management Science states to create a good management leader with cooperate social responsibility, most of the students and staff have heard this quote before, only a few who have never heard it before.

We can define the attitudes into 3 groups which are positive attitude, negative attitude, and indifferent attitude for the person who do not express their opinion in the certain problems.

As for the attitude, half of the students and staffs have positive attitude, only some of them have the negative attitude and there are also some who do not express their opinions.

For the persons who hold the positive attitude, students and staff from Silpakorn University Phetchaburi IT Campus finds that Organizational Communication and Cooperate Social Responsibility program is a good concept toward the improvement on the personal quality. This program also promotes the potential of the student to improve

the quality of the university. The cooperate social responsibility in this program is to repay to the community for the graduate students to hold public mind and prepare the student to have knowledge beyond academic area.

For the negative attitude, students and staff of Silpakorn University Phetchaburi IT Campus opinion toward the communicational organization and cooperate social responsibility program voice that the program is not necessary because it is only exaggerating. The program needs the participators who come with their own free will, not by forcing students and staff to do the activities. Also, Faculty of Management Science does not create the graduates that answer the market field.

The result from the research found that students of Silpakorn University Phetchaburi IT Campus want this program to be continually established, in order to improve the potential of the student to have public mind and for the social benefit. The program plan needs to be clear and continually along with top up the past succeed program. For the improvement method, Faculty of Management Science need to promote and create the better image of cooperate social responsibility because some of the students view that the cooperate social responsibility is an abstract concept to create a good image for organization but does not provide the concrete concept.

Discussion and Suggestions

From the first objective of this research, the result of the research have found that students and staff of Silpakorn University Phetchaburi IT Campus have an awareness and good attitude toward the organizational communication and cooperate social responsibility program by the Faculty of Management Science, Silpakorn University Phetchaburi IT Campus. The primary data confirm that the administrative officer or the related officer has contributed the awareness and good attitude for staff and students of Silpakorn University Phetchaburi IT Campus, and should preserve the method of this program production and try to find the solution to improve the program.

The next objective of this study is to find the solution to plan and improve the cooperate social responsibility within the Faculty of Management Science. The research has found that some of the students still have never participated in the activities or program related to cooperate social responsibility and some of them still hold a negative attitude toward the program. Therefore, administrative officer or related officers to the program need to find a solution to plan and improve the program to create awareness and good attitude toward the organizational communication and cooperate social responsibility. For the programs that require student to collect hour class-attendance, there should add up hours to the program and count the activities outside the university that the university view those activities as ones which will help create cooperate social responsibility to the student, or the university should transfer its policies to students and staff or promote those mentioned activities more. The past activities need to be evaluated and seek the respond to fix past mistakes. The programs need to be achieve continually to create a memorial image for the students and local people.

Suggestion for the Next Research

The research should be performed in quantitative method and rating-scale questionnaire to build confidence and credits to the data.

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