

GUIDELINES FOR PROMOTING THE PUBLICATION OF RESEARCH PAPERS IN NATIONAL AND INTERNATIONAL JOURNALS OF ACADEMIC PERSONNEL IN COLLEGE OF INNOVATION AND MANAGEMENT

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ABSTRACT

The purpose of this research is to: 1) study the problems associated with publishing research articles in journals among faculty members and researchers, 2) investigate the publication needs among faculty members and researchers, and 3) study the strategies to promote the publication of research articles in journals among faculty members and researchers. This is survey research, and the sample group includes 15 administrators and 205 faculty members and researchers, selected through simple random sampling. Data collection tools include interviews and approximate-value questionnaires with a 5-level scale. Data analysis involves percentages, means, and standard deviations. The research findings indicate that:

The majority of respondents in the survey are female (72.2%), aged 50 and above (56.1%), with a higher education level, mostly holding a doctoral degree (72.2%), and mostly completing their education in Thailand (68.3%). A significant portion holds the position of Assistant Professor (36.0%).

The analysis of data concerning the problems in publishing research articles reveals an overall moderate level of issues ($\bar{x}$ 3.21, S.D. = 1.016). Specific issues include problems with research articles ($\bar{x}$ 3.27, S.D. = 1.064), personnel issues ($\bar{x}$ 3.23, S.D. = 1.012), finding publishing outlets ($\bar{x}$ 3.22, S.D. = 0.903), and financial issues ($\bar{x}$ 3.13, S.D. = 1.086).

Respondents express a high level of agreement regarding the need for promoting the publication of research articles in journals. Recommendations include creating incentives to motivate individuals within the organization for both quantitative and qualitative performance ($\bar{x}$ 4.22, S.D. = 0.755), establishing a support center for article review and publication submission processes ($\bar{x}$ 4.16, S.D. = 0.928), providing consultation services for language-related issues in writing articles ($\bar{x}$ 4.14, S.D. = 0.805), and adjusting promotion mechanisms to increase publication and motivation for results through fair and suitable work practices.

Keywords: Promoting Publication, Research Articles, National and International Journals

INTRODUCTION

The College of Innovation and Management has a mission in the areas of educational management, research, and academic service. Research missions are considered the core of development, serving as the foundation for knowledge creation and contributing to the advancement of teaching, academic services, and societal knowledge. The research output of the college serves as an indicator of the academic potential of the staff. Currently, educational institutions need to undergo quality assurance assessments, especially at the advanced education level. Units with faculty and research personnel must take responsibility for research components, with indicators related to the quantity of research output, publications, and the utilization of research results. Phorachat Thonglad. (2018). Collaborative efforts are required to increase publication and motivation for research outcomes through appropriate and equitable practices.

In the present, quality assurance in research is not only about the quantity of research papers but also emphasizes the importance of using research results in both academic and commercial aspects. The academic aspect involves publishing works that are cited by others, leading to further research. The commercial aspect is measured by the number of patented research works, indicating an increase in the assessment score. Another crucial mission of faculty members is to conduct research to seek and develop knowledge in various fields. Cooper L., Orrell J. & Bowden, M. (2010). This knowledge is then used to improve teaching, solve problems, and develop organizations. Faculty members are also responsible for disseminating research findings through the publication of research articles in international and national journals. The College of Innovation and Management has a smaller number of faculty and researchers compared to other educational institutions, indicating a need for further development in this aspect.

OBJECTIVE

To study the problems associated with publishing research articles in journals among faculty members and researchers. And to investigate the publication needs among faculty members and researchers.

METHODOLOGY

In this research, the researcher conducted the following steps:

1. Definition of Population and Sample Selection:

- The research utilized a survey research design. The population was divided into two groups: the administrative staff of the College of Innovation and Management and the faculty members and researchers.
- The sample included 15 administrative staff members and 205 faculty members and researchers. The simple random sampling method was used.

2..Development of Research Instruments:

- The research instruments included interviews and questionnaires.

3.Data Collection:

- The data were collected through interviews and questionnaires. The interview questions focused on the perspectives of the administrative staff, while the questionnaire covered personal information and opinions on publishing research articles.

4.Data Analysis:

- Statistical methods such as percentages, means, and standard deviations were used to analyze the data.

3.1 Definition of Population and Sample Selection:

The research used a survey design, dividing the population into two groups: administrative staff and faculty/researchers. The sample consisted of 15 administrative staff and 392 faculty members and researchers.

3.2 Development of Research Instruments:

The instruments included two parts: an in-depth interview for administrators and a questionnaire for faculty members and researchers.

1.Interview for Administrators:

- Explored opinions on problems related to publishing research articles, including personnel, funding, publishing sources, and research articles.

2.Questionnaire:

- Divided into sections covering personal information, problems in publishing research articles, needs for publishing, and obstacles and suggestions for improvement.

The Likert scale with 5 levels was used in parts 2 and 3 of the questionnaire, representing strongly agree, agree, neutral, disagree, and strongly disagree. The scoring interpretation followed Boonchom and Srisaad's methodology (2543 BE).

Translation:

3. Interpretation of Scores

4.51 – 5.00: Indicates the highest level of agreement.

3.51 – 4.50: Indicates a high level of agreement.

2.51 – 3.50: Indicates a moderate level of agreement.

1.51 – 2.50: Indicates a low level of agreement.

1.00 – 1.50: Indicates the lowest level of agreement.

3.3 Data Collection Method:

The data collection process involved scheduling telephone interviews with researchers and conducting interviews with 15 individuals. Questionnaires were distributed to faculty members and researchers at the College of Innovation and Management, totaling 205 sets. Data collection took place from November to December 2015, with additional data collected in February and March 2016.

3.4 Data Analysis:

For the analysis of interview and questionnaire data:

Basic demographic information such as gender, age, education level, etc., was analyzed using frequency distribution and percentages.

Analysis of respondents' opinions on promoting the publication of research articles was conducted using content analysis. Content was categorized, and frequency, percentage, and ranking were employed for analysis. The accuracy and completeness of the questionnaire responses were verified before data analysis. The collected data were then analyzed using computer software.

RESULTS

From the results of the analysis of basic information and general data regarding the status of respondents, as well as guidelines for promoting the publication of research articles in journals, in a sample size of 205 individuals, it was found that the majority of respondents were female, accounting for 148 individuals or 72.2%. Following this, there were 57 male respondents, constituting 27.8%. In terms of age, the majority were 50 years old and above (115 individuals or 56.1%), followed by the age group of 41–50 years (47 individuals or 22.9%), 30–40 years (42 individuals or 20.5%), and those below 30 years (1 individual or 0.5%).

Regarding educational attainment, 148 respondents held a doctoral degree (72.2%), 55 had a master's degree (26.8%), and 2 held a bachelor's degree (1.0%). In terms of academic positions, the majority were assistant professors (74 individuals or 36.0%), followed by associate professors (68 individuals or 33.2%), lecturers (60 individuals or 29.3%), researcher's/research officers (2 individuals or 1.0%), and professors (1 individual or 0.5%).

In terms of research experience, 111 individuals (54.2%) had conducted 5-10 research projects, while 71 individuals (34.6%) had less than 5 research projects, and 23 individuals (11.2%) had more than 10 research projects. As for the role in research projects, 155 individuals (75.6%) were project leaders for less than 5 projects, 45 individuals (22.0%) led 5-10 projects, and 5 individuals (2.4%) led more than 10 projects. Additionally, 120 individuals (58.5%) were co-researchers for less than 5 projects, 73 individuals (35.6%) were co-researchers for 5-10 projects, and 12 individuals (5.9%) were co-researchers for more than 10 projects.

Regarding the nature of research, the majority (155 individuals or 75.6%) engaged in development-oriented research, followed by experimental research for new knowledge and evaluation-oriented research, each with 75 individuals (36.6%).

In terms of publications in journals over the past 10 years, 115 individuals (56.0%) published 5-10 articles, 86 individuals (42.0%) published less than 5 articles, and 4 individuals (2.0%) published more than 10 articles. For publications in national journals in the last 10 years, 117 individuals (57.1%) published 5-10 articles, 87 individuals (42.4%) published less than 5 articles, and 1 individual (0.5%) published more than 10 articles. Regarding international journal publications in the last 10 years, 107 individuals (52.2%) published less than 5 articles, 98 individuals (47.8%) published 5-10 articles.

Most respondents (61.5%) were not trained in writing articles for publication in national and international academic journals, while 32.7% had received training.

Concerning awareness of criteria for supporting the publication of research articles, 128 individuals (62.4%) were aware, while 77 individuals (37.6%) were not aware.

From the analysis of data related to opinions on the problems and needs for promoting the publication of research articles in journals... [continues]

CONCLUSION AND FUTURE WORK

In the conclusion and future work section, this research has studied and analyzed data related to promoting the publication of research articles in academic journals. Data, both fundamental and general information about survey respondents, was collected and thoroughly analyzed to understand trends and

directions for promoting research article publication in the current academic landscape. With the systematic and accurate data analysis capabilities, we can conclude that [Specify important findings or key issues discussed in the research]. This conclusion is supported by insights obtained through analysis and survey responses. For future work, it is recommended to consider [Specify strategies or directions planned for future development or improvement]. This will contribute to the ongoing enhancement of academic advancements.

With the presented conclusions and proposed directions, it is hoped that this research will be beneficial and contribute to the development of academia in the future. J. Stacy Adams. (2014).

Expectancy Theory, proposed by Victor Vroom posits that the motivation process of individuals in the workplace involves an understanding of the cognitive processes and perceptions of individuals. Typically, when individuals seek increased effort at work, they anticipate gaining something valuable from their actions or expect certain outcomes to occur when they exhibit specific behaviors. In the case of work, employees are more likely to enhance their efforts when they believe that their actions lead to outcomes that satisfy them. Victor Vroom. (1964).

The impact of working hard and achieving the desired rewards lies in the individual's perception that they are receiving more recognition from others. However, if they believe that no matter how hard they work, their supervisors never pay attention or acknowledge their efforts, it becomes unlikely for them to be considered for promotions. They may not see the necessity of increasing their workload. The intensity of behavior to work harder depends on the expectation to perform according to that expectation, including the attractiveness of the anticipated outcomes. This involves the motivation derived from the linkage of rewards to performance, and the connection between performance and effort. In this theory, emphasis is placed on the issue of payment and reward as a form of compensation, highlighting the expected behavior. Institute of Research and Development, Walailak University. (2014), To enforce the title of the study, the researcher had determined to verify the results from a different angle using the normative survey method to justify the impact of attitude towards mathematics. John W. Best. (1981). With the help of workplace spirituality, staff feel that they are linked to the culture of the organization, consider their work to be purposeful and meaningful on the basis of a shared engagement between their own priorities and the vision of organizations that, in reality, always strive to achieve their own benefits. Chattrarat, H., et al. (2021).

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