

FACTORS INFLUENCING THE SELECTION OF STUDIES IN MASTER OF BUSINESS ADMINISTRATION PROGRAM IN INNOVATION IN HUMAN CAPITAL MANAGEMENT AT COLLEGE OF INNOVATION AND MANAGEMENT, SUAN SUNANDHA RAJABHAT UNIVERSITY

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ABSTRACT

This research aims to study the basic information of students who are selection of studies in Master of Business Administration, Program in Innovation in Human Capital Management at College of Innovation and Management, Suan Sunandha Rajabhat University. The specific objectives are to study the basic data of students who selects for this master program, focusing on factors influencing their decision-making. The scope of the study targets the population and sample group, consisting of master degree students studying in the field of Innovation in Human Capital at the College of Innovation and Management, Suan Sunandha Rajabhat University, with a sample size of 137 students.

The research findings indicate that 80.29% of the respondents are female, while 19.70% are male. Regarding the total monthly family income of 50,000 Baht or more, it constitutes 32.84% of the participants. In terms of factors influencing the selection of studies in Master of Business Administration, Program in Innovation in Human Capital Management at College of Innovation and Management, Suan Sunandha Rajabhat University, as follows; the image branding factor of the academic department has the most significant impact on the decision-making process, with a mean score at the highest level ($\bar{x}$ = 4.55, S.D. = 0.62), In terms of the factor related to public relations, it holds significant influence with a mean score at a high level ($\bar{x}$ = 4.42, S.D. = 0.94) and the factors curriculum factors is ($\bar{x}$ = 3.86, S.D. = 0.94) respectively.

Keywords: Factors Influencing, the Selection of studies, Human Capital, Innovation, Management

INTRODUCTION

Choosing a field of study for a master's program is an important decision that will determine an individual's academic and career path. A number of factors influence this decision, including personal interests and career goals, as well as external pressures and academic background. Because postgraduate education frequently entails a deeper specialization, it necessitates careful consideration of both short-term goals, such as skill improvement, and long-term objectives, such as professional progression or contribution to a certain field of study.

The development of human resources is a crucial mechanism to propel the country into a global society in the 21st century, aligning with the national strategy and Thailand 4.0. Preparedness, including knowledge, skills, and necessary competencies, is essential for individuals to adapt and stay abreast of the changing global trends freely and borderless. From the National Education Plan 2017-2036, it is

evident that urgent actions are needed to enhance the country's competitiveness. To respond to the current situation in Thailand, it is imperative for the government and all relevant sectors to collaborate in setting directions and goals.

Decisions must go through a process of deliberation and analysis from the collected information and priorities before deciding on the best choice. It is creating as many options as possible to achieve creativity or the best choice. Including being something related to the behavior of people, whether it is a decision making alone, a group or an organization. A study on factors affecting students' decisions to study undergraduate degrees will be beneficial to university in order to know the factors affecting students' choice of study in higher education. Pongsawee Supanonth (2023).

The focus should be on developing educational curricula at all levels to promote vital skills for the 21st century. This approach aims to enhance people's capabilities to meet the demands of the job market and foster economic and social development in the country, competitive with global trends and competition in the 21st century, as the research by Tanapol Kortana (2020) is aligned with the growing influence of consumer behavior, delivered value, and the digital market on the online confidence of small and medium-sized enterprises (SMEs) in Thailand, focusing on the herbal business. The study notes that technology has played a crucial role in transforming marketing media, leading to the era of digital marketing. As Ninaroon, P. & Pasunon, P. (2024) conducted research on performance efficiency as a measure of personnel success within an organization. According to the study, workers should prioritize the most valuable jobs for the business with limited resources. The study also found that a clear and methodical work approach reveals employees' potential for success.

All in all, there are variables influencing the selection of a master's degree or subject of study might vary depending on the personal, intellectual, professional, and cultural situations that influence decision-making.

OBJECTIVE

1. To study the basic information about students who are selected to studies in Master of Business Administration, Program in Innovation in Human Capital Management at College of Innovation and Management, Suan Sunandha Rajabhat University.

2. To study the factors influencing to studies in Master of Business Administration, Program in Innovation in Human Capital Management at College of Innovation and Management, Suan Sunandha Rajabhat University.

METHODOLOGY

The Scope of Research, this research is conducted with the following scopes in various aspects:

Population and Sample Group:

The population for this research comprises students enrolled in the Master of Business Administration, Program in Innovation in Human Capital Management at College of Innovation and Management, Suan Sunandha Rajabhat University. The total population is 205 students. The sample size, calculated using Taro Yamane's formula (Yamane Taro: 1973, p.125), is 137 individuals.

Content Scope: Variables used in the study include:

Independent Variables:

- Gender, Age, Family Income
- Factors related to the image of the academic discipline
- Factors related to the curriculum
- Factors related to public relations

Dependent Variable:

- The selection to studies in the Master of Business Administration, Program in Innovation in Human Capital Management at College of Innovation and Management, Suan Sunandha Rajabhat University

Scope of area:

College of Innovation and Management, Suan Sunandha Rajabhat University

Research Instrument:

The research tools for this study consist of three parts:

Part 1: General Characteristics of Survey Respondents: This section gathers basic information about the sample group, providing an overview of the respondents.

Part2: Data Related to Factors Affecting Decision-Making in Selection of studies in the Master of Business Administration, Program in Innovation in Human Capital Management at College of Innovation and Management, Suan Sunandha Rajabhat University: This part includes data on factors influencing the decision to pursue further studies, specifically studies in the Master of Business Administration, Program in Innovation in Human Capital Management at College of Innovation and Management, Suan Sunandha Rajabhat University. The factors encompass aspects related to the image of the academic department, the curriculum, and public relations. The data collection involves the use of a questionnaire designed with a Rating Scale of 5 levels, following the Likert's Scale. (Likert's Scale is employed as the measurement method for the questionnaire, using a 5-level rating scale)

Part 3: Comments and Suggestions: This section allows respondents to provide their comments and suggestions regarding the study. Participants are encouraged to share their thoughts and recommendations.

Data Collection:

This research adopts a survey approach, utilizing a questionnaire for data collection. The operational steps are as follows:

1. Review of Relevant Documents: Conduct a literature review to identify key factors influencing the decision to pursue further studies, specifically in the Master of Business Administration, Program in Innovation in Human Capital Management at College of Innovation and Management, Suan Sunandha Rajabhat University. Develop a questionnaire based on the identified issues.

2. Expert Validation of the Questionnaire: Have five experts review the questionnaire. If discrepancies arise, the researcher will make necessary revisions to ensure the questionnaire aligns perfectly with the research objectives.

3. Distribution of the Validated Questionnaire: Administer the validated questionnaire to the sample group for accurate data collection.

4. Data Analysis from the Questionnaire in the Research and Research Summary

Data Analysis Procedures:

The researcher verified the completeness and clarity of the questionnaire and processed the collected data using statistical software. The following analytical procedures were employed: Data Analysis: Analyze the collected data using statistical software on a computer.

1. Analysis of Basic Personal Information and the Selection of studies Master of Business Administration, Program in Innovation in Human Capital Management at College of Innovation and Management, Suan Sunandha Rajabhat University. Use Descriptive Method statistics to analyze the frequency and percentage of personal information. This provides a comprehensive comparison and explanation of the variables.

2. Analysis of the Five Factors: Analyze the five factors, namely brand image, Curriculum, Personal Factors, Environmental Factors, and Relationship Factors. Utilize Mean, Standard Deviation (S.D.), and using One Way Analysis of Variance to examine variance.

3. Comparison of the Three Aspects of Students Pursuing the Innovation Management Program: Use a t-test at a 95% confidence level to compare means and perform One Way Analysis of Variance (F-test) to analyze variance. Additionally, compare data using LSD.

RESULTS

The research results in the Factors Influencing the Selection of Study in the Master of Business Administration, Program in Innovation in Human Capital Management at College of Innovation and Management, Suan Sunandha Rajabhat University from the distribution of 137 survey questionnaires, the following demographic information was gathered: Gender: Females: 110 respondents (80.29%), Males: 27 respondents (19.70%). Age: The majority aged 35 years: 57 respondents (41.60%), Followed by those aged 40 years: 53 respondents (38.68%), Aged 30 years: 11 respondents (8.02%), aged 25 years and above: 9 respondents (6.56%), youngest age group (below 20 years): 7 respondents (5.10%). Monthly Family Income (Average): Income of 50,000 Baht or more: 45 respondents (32.84%), Income between 40,001 - 50,000 Baht: 43 respondents (31.38%), Income between 30,001 - 40,000 Baht: 28 respondents (20.43%) These demographic details provide a comprehensive understanding of the characteristics of the survey respondents, including gender distribution, age groups, and average monthly family income.

The study identifies three key factors that significantly impact the decision-making process of choosing to pursue a Master of Business Administration, Program in Innovation in Human Capital Management at College of Innovation and Management, Suan Sunandha Rajabhat University. These factors are the image branding factor of the academic department, the factors curriculum factors, and the factors related to public relations as follows From Table 1.

Table 1
The table of Average and Standard Deviation of 3 Key Factors:

Evaluation items	$\bar{x}$	S.D	Level of opinion	Ranking
The factor of image branding	4.55	0.62	The highest level	1
The factor of public relation	4.42	0.94	High Level	2
The factors of curriculum	3.86	0.94	High Level	3
Total	4.28	0.83	High Level	

The research findings reveal the following insights based on the respondents about the factor of image branding has been affecting the Selection of Studies Master of Business Administration, Program in Innovation in Human Capital Management at College of Innovation and Management, Suan Sunandha Rajabhat University in the highest average level ($\bar{x}$ = 4.55, S.D. = 0.62) when considering each item, it was found that the field of study has been famous for a long time and has high-level average at ($\bar{x}$ =4.60, S.D. = 0.54) Respondents highly value the knowledge and expertise of faculty members, with the mean score at the highest level at ($\bar{x}$ = 4.55, S.D. = 0.57), The program is widely accepted in the labor market, as indicated by the highest mean score at ($\bar{x}$ = 4.51, S.D. = 0.61), The program excels in providing exceptional support to students, with the highest mean score at ($\bar{x}$ =4.50, S.D. = 0.60)

The research findings reveal the following insights based on the respondents about the factor of curriculum affecting the Selection of Study in the Master of Business Administration, Program in Innovation in Human Capital Management at College of Innovation and Management, Suan Sunandha

Rajabhat University with an average score of ($\bar{x}$ = 3.86, S.D. = 0.94). A detailed breakdown of specific statements reveals the following: The teaching approach emphasizing real-world practices received the highest mean score ($\bar{x}$ = 4.53, S.D. = 0.52), The course structure emphasizing innovation creation is considered significant, with a mean score in the high range ($\bar{x}$ = 3.51, S.D. = 0.59). Respondents highly regard the program's accreditation and educational quality, as evidenced by the highest mean score ($\bar{x}$ = 4.58, S.D. = 0.53). The average score for registration and other expenses throughout the program is high ($\bar{x}$ = 3.48, S.D. = 0.67), indicating that respondents consider the cost-related aspects positively in their decision-making process.

The research findings reveal the following insights based on the respondents about the factor of public relations affecting the Selection of Study in the Master of Business Administration, Program in Innovation in Human Capital Management at College of Innovation and Management, Suan Sunandha Rajabhat University with an average score of ($\bar{x}$ = 4.42, S.D. = 0.94). Information from social media and various websites is the most influential, with the highest mean score ($\bar{x}$ = 4.54, S.D. = 0.62), underscoring the importance of an online presence. Peers currently studying being information providers during orientation activities have the highest mean score ($\bar{x}$ = 4.25, S.D. = 0.91), highlighting the impact of peer influence during educational events. Information from program recommendation sheets is considered influential, with a high mean score ($\bar{x}$ = 4.21, S.D. = 0.93). Information from the program's Innovation Management and university websites is highly regarded, with a mean score of 4.20 (S.D. = 0.92). And Guidance from staff and faculty members in educational decisions is considered significant, with a high mean score ($\bar{x}$ = 4.19, S.D. = 0.98).

CONCLUSION AND FUTURE WORK

Based on the study of Factors Influencing the Selection of Study in the Master of Business Administration, Program in Innovation in Human Capital Management at College of Innovation and Management, Suan Sunandha Rajabhat University, The researcher's findings as follows;

Topic 1: Basic Information of Respondents In analyzing the basic information of respondents, who are students of Master of Business Administration, Program in Innovation in Human Capital Management at College of Innovation and Management, Suan Sunandha Rajabhat University, we find the following key points residence and The majority of respondents are originally from Phuket, followed by Phang Nga and Krabi, respectively. This suggests that most students prefer educational institutions close to their homes, likely influenced by the convenience of staying with their families and avoiding long-distance travel. Next Economic Status: Respondents generally come from economically stable backgrounds, with a significant percentage having a monthly family income of 50,000 Baht and above. This economic stability is associated with the fact that the surveyed provinces are known tourist destinations with robust economic systems. Educational Background: A significant portion of respondents completed their education at the sixth year of high school, with a comparable number having vocational certificates (Matthayom 6 and Vocational Certificate Level 3). This aligns with the findings of previous research indicating that students often choose institutions near their residences and have completed their secondary education.

Topic 2: Image Factors of the Department, Regarding the image factors of the department, respondent's express positive opinions, emphasizing the long-standing reputation of the Innovation Management program. The program is recognized for its academic and professional excellence, creating a positive image that fosters pride among students. Additionally, the expertise of faculty members in producing competent graduates is highlighted, along with the innovative teaching methods incorporating modern technology, tools, and equipment. This positive perception is consistent with the research conducted by Krisuma Pakpianphasee (2010) on factors influencing the choice of undergraduate programs at Sukhothai Thammathirat Open University. The study found that students place high importance on the credibility of institutions, familiarity, and acceptance by the job market. All in all,

Facilities and Environment, in the evaluation of facilities and environment factors, respondents highly appreciate these aspects. Recognizing the significance of conducive learning environments, the department has made efforts to ensure modern and beneficial facilities. These efforts include maintaining contemporary educational practices, integrating technology, and providing a variety of teaching methods, such as group discussions and seminars. This is consistent with the research by Kriangsak Saowakun (2017), which emphasized the importance of educational factors in decision-making.

Topic 3: Curriculum, Regarding curriculum factors, respondents show a high level of satisfaction. This is attributed to the program's alignment with industry needs, leading to graduates being well-received by employers. The program's accreditation, quality of education, appropriate credit units, and reasonable fees throughout the course duration contribute to its positive image. This reflects the findings of Krisornsak Songsaengchan (2017), emphasizing the role of the curriculum as a significant factor influencing students' decisions to pursue higher education.

Topic 4: Public Relations factors also have a considerable impact on the decision-making process, with respondents expressing positive opinions. Effective public relations contribute to shaping a clear and distinctive image of the department. Utilizing diverse media, especially online platforms, enhances visibility and credibility. This aligns with the research conducted by Kraisorn Songsaengchan (2017) on factors influencing decisions to pursue higher education, emphasizing the role of public relations in providing information that aids decision-making.

In conclusion, the findings suggest that various factors, including residence, economic status, educational background, image factors of the department, facilities and environment, curriculum, and public relations, collectively influence the decision-making process of students in Master of Business Administration, Program in Innovation in Human Capital Management at College of Innovation and Management, Suan Sunandha Rajabhat University. The positive perceptions of these factors contribute to the program's attractiveness and alignment with the student's educational and career goals.

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