

# ***Preparation for ASEAN Community in Thai Universities toward Information Technology***

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**บทคัดย่อ** – บทความนี้ได้นำเสนอปัจจัยภายในองค์กรที่ส่งผลต่อความพร้อมในการเข้าสู่ประชาคมอาเซียน ซึ่งศึกษาจากบุคคลากรที่อยู่ในมหาวิทยาลัย โดยมีวัตถุประสงค์เพื่อที่จะศึกษาความตระหนักถึงความสำคัญ ประโยชน์และผลกระทบที่จะเกิดขึ้นในอนาคตเมื่อเข้าสู่ประชาคมอาเซียน การวิจัยนี้ได้ศึกษาและทบทวนงานวิจัยที่ผ่านมา งานวิจัยนี้เป็นแบบเชิงสำรวจ โดยเป็นการเก็บข้อมูลปฐมภูมิจากบุคคลากรในมหาวิทยาลัยในเขตจังหวัดปทุมธานี

ผลการวิจัยพบว่า ปัจจัยภายในองค์กรเช่น ระบบสารสนเทศ และการบริหารบุคคลส่งผลกระทบต่อการเตรียมตัวเข้าสู่อาเซียน ผลการวิจัยนี้มีข้อมูลที่ประโยชน์มากต่อมหาวิทยาลัย เพราะเป็นข้อมูลที่ทำให้มหาวิทยาลัยต้องส่งเสริมและสนับสนุนบุคคลากรในหลายๆทางเพื่อเข้าสู่ประชาคมอาเซียน ข้อเสนอแนะต่อมหาวิทยาลัยและรัฐบาลคือ การพิจารณาสนับสนุนเงินงบประมาณในการส่งเสริมและพัฒนาบุคคลากรในมหาวิทยาลัยเพื่อพร้อมเข้าสู่ประชาคมอาเซียน ประโยชน์ที่ได้จากงานวิจัยคือ ปัจจัยภายในองค์กรมีผลต่อการเตรียมพร้อมเข้าสู่ประชาคมอาเซียน

**คำสำคัญ:** ระบบสารสนเทศ การเตรียมตัว ประชาคมอาเซียน

**ABSTRACT---** This paper addresses the internal factors affecting the readiness to enter the ASEAN Economic Community, in particular university's staff to realize the

importance, benefits and impact that will occur in the near future. The research reviews the published literatures. Data collection made through primary sources. An exploratory research was used to collect quantitative data through staff in universities in Pathumthani province.

A number of keys factors emerge the effect of internal factors such as information technology and human resources. Findings reveal how internal factors is essential to preparation for ASEAN Economic Community. This research provides the useful information as the challenging to universities to support staff in various ways. This study recommends that urgently universities and government agencies should consider budgeting for continuing professional development and information technology. Implications imply that this papers provides ides on internal factors affecting preparation for university to provide facilities to their staff.

**Keywords:** Information Technology, Preparation, ASEAN Economic Community

## I. INTRODUCTION

The establishment of the AEC (ASEAN Economic Community or AEC) in 2015 has affected ASEAN countries in order to move goods, services, investment, skilled workers freely and capital liberalization[1]. ASEAN economic community is an integrated plan for the economy, the overall picture of moving towards AEC, which contains a roadmap economy in various areas with the clear timelines to implement various measures to achieve this goal in a 2015 as well as provide flexibility by the member that have agreed in advance to create a covenant between member countries[6]. Thai government has given priority to the

ASEAN community which aims to bring Thailand into ASEAN in order to strength of the economic, social and cultural, and political stability[1]. Thailand has been keen to the ASEAN Community. Education is one of an important goal that Thai government is keen to prepare successful graduates into the labor market in the region. The Ministry of Education has given the priority to a number of changes of education in Thailand. The purpose of the change was to provide opportunities for students to prepare to globalization. Chinnaworn Boonyakiat (2005) agreed that adaptation and preparedness of personnel on campus such as students and university’s staff were very important. Especially, to prepare students for AEC, there was a need to develop universities potential through teaching, research academic services, language for staff and administration [2].

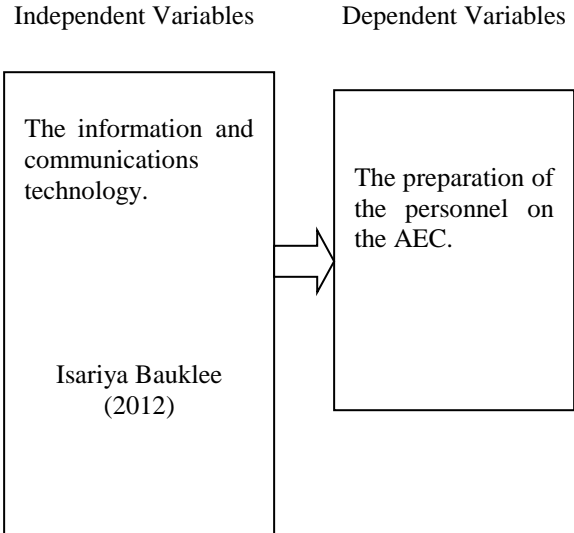
Information technology is important to universities to prepare for ASEAN Community. It was claimed that universities that provide source and technology facilities could help staff to learn and gain knowledge about ASEAN community information which is benefit for universities [7].

University staff including lecturers and administrative staff are determined as the important resources to develop students therefore, the preparation for AEC should be aware of the importance of the availability of the AEC personnel on campus. This paper examines the information technology effect on the preparation of staff for the ASEAN Economic Community.

*Research Objectives*

To study the effect of information technology toward preparing for ASEAN Community

*Research Framework*



II. LITERATURE REVIEW

*ASEAN background*

The purpose of ASEAN Economic Community (AEC) is to bring together the ASEAN (Association of Southeast Asian Nations) member nations together and is able to compete in the global. It also aims to gain economic prosperity and stability to the region and to work toward eliminating the development gaps between ASEAN members[5]. There are 10 ASEAN members including Brunei, Burma (Myanmar), Cambodia, Indonesia, Laos, Malaysia, the Philippines, Singapore, Thailand, and Vietnam, plus two observers Timor-Leste and Papua New Guinea [1].

The ASEAN Economic Community integrates for the free movement of trade, labour and capital within the region[1]. Thai government has developed its education reform effort to prepare students to be the workforce of the ASEAN Economic Community[5]. Ministry of Thai Education has a goal of the ASEAN Economic Community for Thai education is to increase international recognition of professional qualifications across Thailand as to develop students skills[5]. Other purposes is to produce more professional in preparation for the ASEAN Economic Community.

*Information Techonlogy*

Claude E. Shannon presented information theory to seek fundamental limits on signal processing and communication operations in 1948. Learning technology and information explained the methods of using technology to increase the learning experience within education. It is essential to point out the efficiently and effectively require careful selection, purposeful planning and thoughtful implementation such as recognition, learning, preparing and developing knowledge[8]. Information can be defined as knowledge and data.

Information theory refers to the quantification storage and communication of information [8]. The theory of information is application to reliable, efficient communication system which helps the communication effectiveness and efficiency[9].

*Definition of Information technology*

Information technology is the study of systems such as computers for storing, retrieving, and sending information. The term the Harvard Business Review defined information technology as making a distinction between purpose-built machines designed to perform a limited scope of functions and general-purpose computing machines that could be programmed for various tasks[10].

*Previous Studies*

The work of Isariya Bauklee [6] presented the knowledge, information, understanding and guidance to prepare for AEC personnel of Thailand at Post Company Limited: A Case Study of Post Office in Samut Songkram. The purpose of study was to Cognitive Studies of the ASEAN Economic Community guidelines for the preparation of personnel Thailand Post at Samut Songkhram. Finding illustrated the preparation of staff about the perception of information technology of personal attention and preparation of the recognition of organizations and information technology and understanding of the ASEAN Economic Community. It claimed that university encouraged people to prepare for the change and be able to work under a variety of materials, equipment and technology[6].

Waroot and Kanokporn [7] proposed the readiness of State Enterprise Officer in Electricity Generating Authority of Thailand toward AEC. Findingd

showed that the information technology and communications was employed moderately by the employees of state enterprises, Electricity Generating Authority of Thailand. The preparation of information and communications technology is moderate. The issue is important to the knowledge of the law on the use of information and communications technology for ASEAN countries[7].

*Research Methodology*

Samples were the universities in Pathumthani province. Cluster sampling techniques was employed. Questionnaires were the tool for data collection. A simple random sample is drawn from all the selected cluster. 267 samples were collected from the universities that were drawn. . Frequency, percentage, cross-tabulation and ANOVA were used as the Statistics techniques.

III. RESULT

Table 1 The percentage of respondents from Public and Private Universities

University	Frequency	Percentage
Private	69	25.8
Public	198	74.2
Total	267	100

Table 1 presented the percentage of public and private universities. There were 74.2 % of respondents from public universities and 25.8 of respondents from private universities. It can be seen that the sample of public universities was larger than private universities.

Table 2 shows the association between information technology and the level of preparation for AEC

Factors associated with the	Preparing for staff to AEC		
	r	Sig.	No.
The overall level of 1 factors that influence the preparation of staff for the AEC.	.556**	.000	
1. University promotes the ASEAN community using technology devices.	.453**	.000	5
2. Receiving information about ASEAN from University website.	.519**	.000	2
3. University provides training for ASEAN community.	.525**	.000	1
4. Technology provided by the university regarding to the ASEAN community.	.489**	.000	4
5. University gives priority to ASEAN community	.421**	.000	6
6. University establishes technology devices for the ASEAN community .	.495**	.000	3

.\*\*Correlation is significant at the 0.01 level (-2tailed).

Table 2 found the significance of .000, which is less than 0.05, therefore  $H_0$  is rejected. This means factors that influence the level of preparation of the preparation for AEC associated with the preparation of the staff. Considering the correlation of Pearson (Pearson Correlation Coefficient) to determine the relationship of two variables are independent variables found moderate, with a correlation coefficient of 0.556, and considering the item found are moderate as well, with correlation coefficients between 0.421 to 0.525.

Regarding the University provides training for ASEAN community. is the highest correlation coefficient 0.525.

#### IV. DISCUSSION

Finding showed that universities employed Information and Communication Technology toward preparing to enter the ASEAN Economic Community in moderate which is similar to the work of Waroot and Kanokporn [7] and Isariya Bauklee [6] presented that respondents used Information and Communication Technology toward preparing for the ASEAN Economic Community in moderate.

#### V. CONCLUSION

The universities has prepared for the information and communications technology in moderate. Universities need to support the information technology facilities to academic and administrative staff to develop their knowledge and skills. Also the development of English language is essential for both academic and administrative staff as it is a common language for ASEAN Economic Community. The concerns about information technology law on the use of information and communications technology for ASEAN countries is determined. The informational technology law should be concerned because the law is placed on anticipating important information sources of dispute between the individual or group of people to a transaction and reducing the risk of litigation.

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