

# THE USE OF ACADEMIC SERVICE KNOWLEDGE TO ENHANCE SKILLS AND INCREASE INCOME FOR THE COMMUNITY, GRADUATE SCHOOL, SUAN SUNANDHA RAJABHAT UNIVERSITY

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## ABSTRACT

The objective of this research was to enhance the transfer of knowledge in academic services for the development of community income at the Graduate School of Suan Sunandha Rajabhat University. The study utilized a closed-ended questionnaire to collect data from a sample of 40 academic service participants. Results revealed that the majority of the participants in the academic service project were females (65%) with 35 participants, while the number of male participants was 5, representing 35% of the total sample, and the overall level of knowledge and understanding towards participation in the academic service project was the highest, with an average of 4.71. The participants also expressed high levels of satisfaction towards participating in the academic service project, with an average of 4.74. Furthermore, the study found that participants were able to apply the knowledge gained from the project to their daily lives, develop their careers, earn extra income, build good relationships with the community, and establish academic cooperation networks.

**Keywords:** Academic service, Community service, Community needs assessment, Quality of life development.

## INTRODUCTION

The outbreak of the Coronavirus Disease 2019 (COVID-19) has had a profound impact on the economic conditions of Thai households, as evidenced by the Household Economic Conditions Index (KR-ECI) declining to 34.7 in July 2021, lower than the index in April 2020 at 35.1. Furthermore, the 3-month forecast index has dropped to 36.6 in the current month from 38.9 in the previous month, indicating that households remain concerned about their economic conditions and livelihoods Kasikorn Research Center (2021) [1]. According to the Thai Health Report 2022, the COVID-19 crisis has affected the lives and well-being of Thai people directly and indirectly in various aspects, including health behaviors, study and work life, tourism and travel, and family relationships, impacting the quality of life in both the short and long term. Thus, the concept and direction of national development focuses on the

local community as a mechanism to manage and participate in improving the quality of life. National Economic and Social Development Plan No.12 emphasizes the development of community enterprises and social enterprises to expand the grassroots economic development base, creating a strong and sustainable economy with a focus on innovation Office of the National Economic and Social Development Board (2017) [2]. The development of the country through the grassroots economy is, therefore, a mechanism for driving economic growth, as community businesses play a vital role in the economic system. Enhancing the potential and competitiveness of Thailand's small and medium-sized enterprises (SMEs) is crucial to adapt to changes in market and consumer behavior, utilizing innovation and digital technology to connect with more consumers Khanittha Setkumbong, Thanasuwit Thaphiranrak and Somdech Rungsisawat ( 2022) [3].

This study agrees that one of the missions of the Graduate School of Suan Sunandha Rajabhat University is to promote, support, and implement community and local development for sustainability and strength. The Graduate School serves as a source of academic learning and provides practical principles for communities and localities to apply and develop. The continuous academic service of the Graduate School has created a body of knowledge for the community and locality, leading to income development and improved quality of life. Therefore, this research is a critical step in developing a quality community capable of adapting and living happily, ultimately affecting the country's direct and indirect development.

## **RESEARCH OBJECTIVE**

The research aims to achieve two objectives. Firstly, to develop the transfer of academic service knowledge to income development for the community of the Graduate School of Suan Sunandha Rajabhat University, and secondly, to evaluate the satisfaction of participants in the academic service project of the Graduate School of Suan Sunandha Rajabhat University.

## **LITERATURE REVIEW**

### **The Concept of Improving the Quality of Life**

In this literature review, the concept of improving the quality of life is explored through various definitions and perspectives from experts in the field. The following concepts have been compiled by the researcher:

Phra Somchai Canthasaro (Nattakittrakul) (2019) [4]. defines the quality of life as living a good and happy life with complete health, including physical and mental well-being. Social aspects such as cultural traditions and economic aspects like occupation and income are also important, along with feeling satisfied with the most important elements of life.

Chaiwat Panjapong et al. (2008) [5]. suggest that a quality life is free from burdens and social problems, and includes physical and mental completeness, the ability to maintain an appropriate economic, social, and political situation, the capacity to solve complex problems, and the ability to acquire desired resources through legitimate means and available resources.

The Community Development Department defines quality of life as the living conditions of human beings at an appropriate level according to the basic needs defined by a particular society at a given time. A good quality of life is achieved when the people in the family or community have a life that meets all basic necessity criteria, which can vary according to changing economic and social conditions.

The Office of the National Economic and Social Development Board (2017) [2]. defines quality of life as the existence of human life at a level appropriate to the basic needs of a particular society over time, including physical, emotional, social, mental, and spiritual aspects.

Samran Juchuy (2011) [6]. suggests that a quality life involves self-training or self-development in ways of thinking and behaving that align with the culture and traditions of the local community. It also includes developing knowledge and skills for pursuing a career, maintaining oneself as a valuable member of society, and living daily life in a manner that reflects the balance of national development and potential for quality of life of the population.

From the above definitions, it can be concluded that quality of life encompasses various aspects of an individual's life, including physical and mental health, social and economic well-being, cultural traditions, and personal satisfaction. The definition of quality of life is not based on individual criteria but on the criteria of necessity, needs, and desires of people in each locality and society.

#### Components of Quality of Life

The literature review reveals diverse opinions regarding the components of quality of life. The Ministry of Public Health (2009) [7]. identifies eight categories of basic necessity criteria for generally healthy people, including good mental health, adequate housing, comprehensive education, comfortable family, high income, a desire to contribute to development, leading to virtue, and environmental nourishment. Past research emphasizes the significance of understanding the quality of life components of each population group to clearly comprehend their development. The literature suggests that various factors contribute to an individual's quality of life, which changes over time depending on circumstances, opportunities, and situations. The quality of life components can be categorized into two aspects: objective and subjective.

The Office of the National Economic and Social Development Board (2017) [2]. proposes the following components of quality of life:

1. Physical quality of life
2. Emotional quality of life
3. Social quality of life, which comprises two aspects: physical environment and cultural environment
4. Quality of life in terms of thinking
5. Psychological quality of life

## METHODOLOGY

This study utilized a quantitative research methodology with a questionnaire as the primary data collection method.

### 1. Population and Sample

The population for this study consisted of 40 participants in the academic service project of the Graduate School at Suan Sunandha Rajabhat University. A simple random sampling technique was used to select the sample.

## 2. Data Collection

The researcher prepared a sufficient number of questionnaires and distributed them to the study participants. Prior to answering the questionnaire, the objectives and the method of answering were explained to the respondents. The researcher collected the completed questionnaires over a period of one month.

## 3. Data Analysis

The collected data was analyzed using statistical methods, including percentage, mean, and standard deviation, with the aid of a computer program.

# RESULTS

The research on the use of academic service knowledge to enhance skills and increase income for the community, Graduate School, Suan Sunandha Rajabhat University, the researcher divided the analysis and interpretation as follows. From Table 1.

**Table 1**

General information of respondents (Gender)

| General information | Number | Percentage |
|---------------------|--------|------------|
| 1. Gender           |        |            |
| 1.1 Male            | 5      | 12.50      |
| 1.2 Female          | 35     | 87.50      |
| Total               | 40     | 100.00     |

From Table 1, it was found that the majority respondents were female, 35 people, representing 87.5 percent, followed by 5 males, representing 12.5 percent, respectively.

**Table 2**

An overview of the level of knowledge and understanding towards academic service project participation.

| Knowledge and understanding                                                                                   | $\bar{X}$ | S.D. | Level    |
|---------------------------------------------------------------------------------------------------------------|-----------|------|----------|
| 1. Knowledge of career development and income generation                                                      | 4.70      | 0.46 | the most |
| 2. Recognition and understanding of the importance of knowledge acquired through participation in activities. | 4.65      | 0.48 | the most |
| 3. Comprehension of the essence and intricacies of activities                                                 | 4.73      | 0.42 | the most |
| 4. Awareness and understanding of the participation process in activities throughout the project.             | 4.73      | 0.45 | the most |
| Total                                                                                                         | 4.71      | 0.45 | the most |

Based on the analysis results presented in Table 4.2, the overall level of knowledge and understanding among academic service project participants was found to be at its highest level ( $\bar{x} = 4.71$ ). When examining each item, the participants in the academic service project demonstrated a remarkable ability to comprehend the essence and intricacies of the activities ( $\bar{x} = 4.78$ ). This was followed by participants' ability to recognize and engage in the process of participation throughout the project ( $\bar{x} = 4.73$ ). Academic service participants also possessed knowledge of career development and income generation ( $\bar{x} = 4.70$ ). Lastly, academic service participants recognized and understood the significance of the knowledge gained from participating in the activities ( $\bar{x} = 4.65$ ).at a high level ( $\bar{x} = 4.23$ , S.D = 0.92).

**Table 3**

overall level of satisfaction towards participating in the academic service project

| Overall satisfaction level of satisfaction                               | $\bar{X}$ | S.D. | Level    |
|--------------------------------------------------------------------------|-----------|------|----------|
| 1. The speakers' ability to transfer knowledge                           | 4.75      | 0.44 | the most |
| 2. The project's organizational format                                   | 4.75      | 0.44 | the most |
| 3. The form of monitoring the project's responsible person's performance | 4.73      | 0.45 | the most |
| Total                                                                    | 4.73      | 0.44 | the most |

The findings from Table 3 indicate that the participants' overall satisfaction level towards participating in the academic service project was at its highest level ( $\bar{x} = 4.74$ ). When examining the individual items, the results reveal that the item assessing the speakers' ability to transfer knowledge and the project's organizational format that facilitated collaborative learning received the highest mean score ( $\bar{x} = 4.75$ ). Moreover, the participants also expressed high satisfaction towards the form of monitoring the project's responsible person's performance, as indicated by the mean score of 4.73.

**Table 4**

An overview of the participants' level of knowledge utilization towards academic service project participation

| Knowledge utilization                                                                                   | $\bar{X}$ | S.D. | Level    |
|---------------------------------------------------------------------------------------------------------|-----------|------|----------|
| 1.Application of knowledge gained from participating in activities and the ability to recommend others. | 4.76      | 0.45 | the most |
| 2.Practical and continuous application of the gained knowledge to daily life.                           | 4.77      | 0.44 | the most |
| 3.Availability of guidelines for further development of the gained knowledge for future activities.     | 4.78      | 0.42 | the most |
| 4.Utilization of the gained knowledge from the project for personal and familial benefit.               | 4.78      | 0.42 | the most |
| 5.Creation of a community/society network through knowledge transfer activities.                        | 4.78      | 0.42 | the most |
| Total                                                                                                   | 4.74      | 0.43 | the most |

The results from Table 4 indicate that the average level of knowledge utilization towards academic service project participation was at the highest level ( $\bar{x} = 4.74$ ). When examining the individual items, the findings reveal that the participants were most satisfied with the availability of guidelines to further develop the knowledge gained from future activities, the ability to use the knowledge gained from the project to benefit themselves and their families, and the creation of a network in the community/society through knowledge transfer activities, with an average score of ( $\bar{x} = 4.78$ ). The participants were also able to practically and continuously apply the knowledge gained from the project in their daily lives ( $\bar{x} = 4.77$ ) and could apply the knowledge from participating in activities and continue to recommend others ( $\bar{x} = 4.76$ ), respectively.

### CONCLUSION AND FUTURE WORK

The research findings on the application of knowledge in academic service for enhancing skills and increasing community income conducted at the Graduate School, Suan Sunandha Rajabhat University can be summarized as follows.

Part 1 of the study includes a descriptive analysis of personal data. The demographic analysis of 40 respondents revealed that the majority of participants who responded to the questionnaire were females (65%) while males represented 35%.

Part 2 of the study examined the overall level of knowledge and understanding towards participation in the academic service project. It was found that the overall cognitive level of all items was the highest ( $\bar{x} = 4.71$ ). When considering each item, participants were able to understand the essence and details of the activities at the highest level ( $\bar{x} = 4.78$ ). The data on the level of overall satisfaction towards participating in the academic service project showed that the overall satisfaction was also the highest ( $\bar{x} = 4.74$ ). When considering item by item, the average level of knowledge transfer was the highest, and the project organization "Participation in learning together" had the highest mean ( $\bar{x} = 4.75$ ). Participants also had guidelines for further development of the knowledge gained from participating in future activities with the highest average level.

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