

A Study of Factors Affecting to Public mind of The Eastern University of Management and Technology in Faculty Business Administration students

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Abstract

Public mind is a moral of good people, which is developed based on their knowledge, social experience, training and interacting with family or society. The purposes of this research were to study the relationship between public mind of The Eastern University of Management and Technology students and self-esteem, self-concept, family value, socialization, moral reasoning, communication skill and to study the beta weight of factors contributing to public mind of The Eastern University of Management and Technology students. A total number of 1,234 students. The sample consisted of 150 students selected by two-stage random sampling from The Eastern University of Management and Technology in the second semester year 2010. The instruments used in the research were questionnaire which asked about self-esteem, self-concept, family value, socialization, moral reasoning and communication skill. The reliability of instruments were .932 , .932 , .934, .892, .905 and .946 respectively. The data were analyzed by multiple correlation and multiple regression.

The findings were as follows: 1.) The multiple correlation coefficient between self-esteem, self-concept, family value, socialization, moral reasoning, communication skill and public mind were .558 which were statistically significant at .01 level. All factors explained variance of public mind at 31.10 percentage. 2.) Self-esteem, self-concept, family value, socialization, moral reasoning and communication

skill positively contributed to public mind which were statistically significant at .01 level. The beta weight of the factors which contributed to public mind were .215, .213, .179, .169, .040 and .039 respectively. The predictive equation of students' public mind was able to be constructed in the raw score form and standard form as below:

Unstandardized Regression Equation :

$$\hat{Y} = 0.595 + 0.215 (\text{moral reasoning}) + 0.213 (\text{family value}) + 0.179 (\text{self-esteem}) + 0.169 (\text{socialization}) + 0.040 (\text{self-concept}) + 0.39 (\text{communication skill})$$

Formulated in the standard

$$\hat{Z} = 0.311 + 0.197 (\text{moral reasoning}) + 0.213 (\text{family value}) + 0.179 (\text{self-esteem}) + 0.166 (\text{socialization}) + 0.043 (\text{self-concept}) + 0.039 (\text{communication skill})$$

Keywords: Public mind, self-esteem, self-concept, family value, socialization, moral reasoning, communication skill

1. Introduction

The economy of Thailand is a newly industrialized economy. It is a heavily export-dependent economy, with exports accounting for more than two thirds of gross domestic product (GDP). The economic Growth of Thailand expanding has been very rapidly. Public mind is a moral of good people, which is developed based on their knowledge, social experience, training and interacting with family or society.

2. Purpose of the Study

The general purpose of this study was to examine the factors affecting to public mind of The Eastern University of Management and Technology in faculty business administration students and the relationship between self-esteem, self-concept, family value, socialization, moral reasoning, communication skill affecting to public mind of The Eastern University of Management and Technology in Faculty Business Administration students.

3. Statement of the Problem

What is the factors affecting to the public mind of The Eastern University of Management and Technology in faculty business administration students? What is the relationship between the self-esteem, self-concept, family value, socialization, moral reasoning, communication skill affecting to the public mind of The Eastern University of Management and Technology in faculty business administration students?

For the purposes of clarifying the above statement, the following terms are briefly defined:

1. The Factors Affecting to public mind of The Eastern University of Management and Technology in faculty business administration students.

2. The relationship between the self-esteem, self-concept, family value, socialization, moral reasoning and communication skill affecting to the public mind of The Eastern University of Management and Technology in faculty business administration students.

4. Delimitation

The delimitations of this study included the following:

1. Subject of this study were limited in The Eastern University of Management and Technology in 6 faculties. (Computer business, Marketing, Community Business Management, Industrial Management, Management and Management in International Program)

2. The predictor variables were limited in the next 5 years (2010-2014)

3. All conditions, subjects and variables not so specified were considered beyond the scope of this study. The variable of this study as following:

Dependent Variable is the public mind of The Eastern University of Management and Technology in faculty business administration students.

Independent Variable is self-esteem, self-concept, family value, socialization, moral reasoning and communication skill.

5. Basic Assumptions

1. There will be a significant with self-esteem, self-concept, family value, socialization, moral reasoning and communication skill.

2. There will be a significant relationship the self-esteem, self-concept, family value, socialization, moral reasoning and communication skill.

6. Definition of term

For the purpose of this study, the terms were defined as following:

Public mind is defined as a moral of good people, which is developed based on their knowledge, social experience, training and interacting with family or society.

Self-esteem is defined as a term in psychology to reflect a person's overall evaluation or appraisal of his or her own worth.

Self-concept is defined as a multi-dimensional construct that refers to an individual's perception of "self" in relation to any number of characteristics, such as academics, gender roles and sexuality, racial identity and many others.

family value is defined as a political and social beliefs that hold the nuclear family to be the essential ethical and moral unit of society.

Moral reasoning is defined as being the process in which an individual tries to determine the difference

between what is right and what is wrong in a personal situation by using logic. This is an important and often daily process that people use in an attempt to do the right thing.

Socialization is defined as a term used by sociologists, social psychologists, anthropologists, political scientists and educationalists to refer to the process of inheriting and disseminating norms, customs and ideologies. It may provide the individual with the skills and habits necessary for participating within their own society; a society develops a culture through a plurality of shared norms, customs, values, traditions, social roles, symbols and languages. Socialization is thus the means by which social and cultural continuity are attained.

Communication skill is defined as the activity and ability of conveying meaningful information. communication requires a sender, a message, and an intended recipient, although the receiver need not be present or aware of the sender's intent to communicate at the time of communication.

7. Methodology

The instruments used in this study were 7 questionnaires developed by the researcher. The subjects provided their responses on the questionnaires forms. The questionnaires were verified for content validity by a panel of five experts using content validity ratio (CVR) (Lawshe, 1975: pp. 563-575) and validated for reliability using alpha coefficients. Thirty subjects of each sample group were used for try-out for each questionnaire. The Statistical Package for the Social Science for Window (SPSS/FW) was used for computing the reliability coefficient of the questionnaires. Chronbach's Alpha (α) was .93. Internal consistency reliabilities were established based on this study. Subscale ranges were .932 for self-esteem, .932 for self-concept, .934 for family value, .928 for socialization, .895 for moral reasoning and .905 for communication skill.

The sample consisted of 150 students selected by two-stage random sampling from The Eastern University of Management and Technology in the second semester year 2010. They randomly selected by proportional sampling throughout the university. The sample sizes of this study were computed by using Yamane method at 5 percent errors.

The data were collected from students of The Eastern University of Management and Technology in which registration list name by Registration office survey to participants. Data were collected through a questionnaire included the authorized letter by The Eastern University of Management and Technology. Surveys were sent to all students of The Eastern University of Management and Technology. Participants were asked to return the survey within two days of receiving the instrument. It was estimated that approximately 30 responses would be returned.

Data Analysis

Data were analyzed by descriptive statistics and inferential statistics using the Statistical Package for the Social Science for Window. The following procedures were thoroughly carried out.

1. There was a significant relationship between self-esteem, self-concept, family value, socialization, moral reasoning and communication skill. The alpha value was set at .01.

2. There was a significant the self-esteem, self-concept, family value, socialization, moral reasoning and communication skill positively contributed to public mind of The Eastern University of Management and Technology in faculty business administration students which were statistically significant at .01 level. The beta weight of the factors which contributed to public mind of The Eastern University of Management and Technology in faculty business administration students were .379, .340, .312, .239, .213 and .169 respectively.

3. Suggestions and answers from the open-end question were analyzed by using a content analysis

method. The contents were classified by the issues of the research questions. The suggestions and opinions of each samples were reported in a form of description.

The analysis of the data related to testing research hypotheses derived from the purposes of the study. On February 14, 2010, and again on February 28, 2010, The Questionnaire sent to 150 students of The Eastern University of Management and Technology. Thirty-seven (37.2 %) of the population.

The frequencies and percentages of subjects by age of 150 responses to age identification, Most of respondents in a 21-25 years old (29.62 %) or a 19-20 years old (25.30 %), while only a few 25-30 years old (14.81 %).

Quantitative mean score of each item was classified to match with qualitative values as in table 1

Table 1 Factors Affecting to Public mind of students

Variable	X	S.D.	Result
Self-esteem (X1)	4.62	.582	Very high level
Self-concept (X2)	4.75	.682	Very high level
Family value (X3)	4.47	.514	High level
Socialization (X4)	4.35	.509	High level
Moral reasoning (X5)	4.64	.598	Very high level
Communication skill (X6)	4.74	.556	Very high level
Public mind of students (Y)	4.64	.608	Very high level

The Factors Affecting to Public mind of students are presented in table 1. The mean number of Public mind of students (Y) is 4.64 (Very high level). The mean number of self-esteem (X1) is 4.62 (Very high level), self-concept (X2) is 4.75 (Very high level), family value (X3) is 4.47 (High level), socialization (X4) is 4.35 (High level), moral reasoning (X5) is 4.64 (Very high level) and communication skill (X6) is 4.74 (Very high level).

Table 2 Pearson Product Moment Correlation Coefficient

	Public mind of students	Self-esteem	Self-concept	Family value	Socialization	Moral reasoning	Communication skill
Public mind of students	1	.357(**)	.226(**)	.403(**)	.417(**)	.347(**)	.397(**)
		324	324	324	324	324	324
Self-esteem		1	.146	.357(**)	.324(**)	.236(**)	.251(**)
			324	324	324	324	324
Self-concept			1	.156	.334(**)	.191(*)	.337(**)
				324	324	324	324
Family value				1	.357(**)	.571(**)	.234(**)
					324	324	324
Socialization					1	.417(**)	.515(**)
						324	324
Moral reasoning						1	.377(**)
							324
Communication skill							1

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

* Correlation is significant at the 0.05 level (2-tailed).

The Correlation Coefficient are presented in table 2. The Public mind of students was a significant relationship between the self-esteem (.357, $p < .01$), Self-concept (.226, $p < .01$),

Family value (.403, $p < .01$), Socialization (.417, $p < .01$), Moral reasoning (.347, $p < .01$) and Communication skill (.397, $p < .01$).

Table 3 Tolerance and Variance Inflation Factor : VIF

Variable	Colinearity Statistics	
	Tolerance	VIF
Self-esteem (X1)	.834	1.240
Self-concept (X2)	.857	1.166
Family value (X3)	.627	1.731
Socialization (X4)	.621	1.761
Moral reasoning (X5)	.595	1.880
Communication skill (X6)	.668	1.792

The Tolerance and Variance Inflation Factor are presented in table 3. There were considered results show all the VIF values fall below 5, indicating the low multicollinearity.

The result of multiple regression by Enter method, the multiple correlation coefficient between Public mind of students. A regression R^2 and significant by F-test

Table 4 The multiple correlation coefficient between the public mind of students

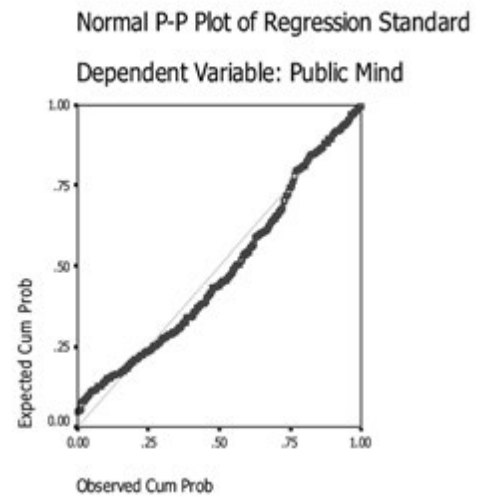
Model		df	Mean Square	F	Sig.
1	Regression	6	2.678	10.854	.000(a)
	Residual	151	.248		
	Total	154			

a Predictors: (Constant), self-esteem, self-concept, family value, socialization, moral reasoning and communication skill.

b Dependent Variable: Public mind of The Eastern University of Management and Technology in faculty business administration students

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.867(a)	.751	.862	.508

a Predictors: (Constant), self-esteem, self-concept, family value, socialization, moral reasoning and communication skill.



From table 4, The multiple correlation coefficient between self-esteem, self-concept, family value, socialization, moral reasoning and communication skill were .867 which were statistically significant at .01 level. All factors explained variance of trend of Manpower needs of Industrial Management at 75.10 percentage.

The beta weight of the factors which contributed to public mind of students by t-test.

Table 5 The beta weight of the factors which contributed to Public mind of The Eastern University of Management and Technology in faculty business administration students

Variable factor	β	b	SE	t	p
Self-esteem (X1)	.379	.166	.086	1.161**	.00
Self-concept (X2)	.340	.143	.071	.565**	.00
Family value (X3)	.213	.123	.042	1.432**	.00
Socialization (X4)	.169	.116	.059	1.461**	.00
Moral reasoning (X5)	.239	.139	.039	.430**	.00
Communication skill (X6)	.312	.148	.068	.455**	.00

** Significant at the 0.01 level

The Self-esteem, Self-concept, Family value, Socialization, Moral reasoning and Communication skill. positively contributed to Public mind of The Eastern University of Management and Technology in faculty business administration students are report in table 5, which were statistically significant at .01 level. The beta weight of the factors which contributed to Public mind of The Eastern University of Management and Technology in faculty business administration students were .379, .340, .312, .239, .213 and .169 respectively.

Unstandardized Regression Equation:

$$\hat{Y} = 0.595 + 0.215 (\text{moral reasoning}) + 0.213 (\text{family value}) + 0.179 (\text{self-esteem}) + 0.169 (\text{socialization}) + 0.040 (\text{self-concept}) + 0.39 (\text{communication skill})$$

Standardized Regression Equation:

$$\hat{Z} = 0.311 + 0.197 (\text{moral reasoning}) + 0.213 (\text{family value}) + 0.179 (\text{self-esteem}) + 0.166 (\text{socialization}) + 0.043 (\text{self-concept}) + 0.039 (\text{communication skill})$$

8. Findings

1. The Self-esteem, Self-concept, Family value, Socialization, Moral reasoning and Communication skill are affecting to Public mind of The Eastern University of Management and Technology in faculty business administration students.

2. The students strongly agreed with the information given in the questionnaires. Their perceptions of agreement were confirmed by the

interviews and the Delphi technique. They placed a high value of agreement with the given information that could be used as a basic for Self-esteem.

9. Conclusions

The following conclusions are based on the finding of this study.

1. The variable related to public mind to The Eastern University of Management and Technology students and which could predict public mind included: moral reasoning, self-concept and family value. Therefore, university administrators and teachers could develop and encourage the moral, group activity, and public activity.

2. The students understood the information given in the questionnaires and positively responded to the questions. Majority of the samples agreed with the six factors purposed in the questionnaires : self-esteem, self-concept, family value, socialization, moral reasoning and communication skill.

10. Discussion

The literature has established that preparation of today's students for success in tomorrow's world requires students to shift from a traditional to performance. Students who are able to performance in self-esteem, self-concept, family value, socialization, moral reasoning and communication skill.

11. Recommendations

As a result of conducting this study, the following recommendations have been formulated:

1. Additional quantitative and qualitative investigations of Public mind of The Eastern University of Management should be conducted to examine such factors as self development.

2. Ongoing learning for studentss performance should be related with self-esteem, self-concept, family value, socialization, moral reasoning and communication skill all program in English.

12. Acknowledgement

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13. References

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