

## **STUDY OF READINESS FOR DIGITAL UNIVERSITY OF UDON THANI EDUCATIONAL CENTER, SUAN SUNANDHA RAJABHAT UNIVERSITY**

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### **Abstract**

The research on the study of readiness towards becoming a digital university of Udon Thani Education Center, Suan Sunandha Rajabhat University has the following objectives: To study the readiness towards becoming a digital university of Udon Thani Education Center, Suan Sunandha Rajabhat University and to study the best approach towards becoming a digital university of Udon Thani Education Center, Suan Sunandha Rajabhat University by using quantitative research. The researcher collected data from 32 questionnaires using purposive sampling. The research instrument was a questionnaire and analyzed the data using statistics for frequency, percentage, mean, and standard deviation. The research results of the general data of the respondents found that most of the sample were female, aged 36-45 years, single, master's degree level, and most had been working for 6-10 years. The research results of the readiness towards becoming a digital university found that the development of project writing guidelines for personnel of Suan Sunandha Rajabhat University, Udon Thani Education Center found that the development of digital infrastructure by creating and improving the internet network system to be high-speed and cover the area and having digital devices and technology that support teaching in the classroom. Most respondents saw that they were most ready. 95.63 percent and the respondents agreed that the least readiness is the development of teaching and research systems by improving teaching and learning formats to use digital technology and the use of digital learning platforms, accounting for 86.25 percent. As for the study of good approaches to becoming a digital university, the respondents agreed that the best approach is to set goals to become a digital university that covers all aspects, such as teaching, management, and research, accounting for 93.75 percent. The respondents agreed that the least good approach is that organizational leaders must have knowledge and understanding of technology that can effectively lead teams in the digital age, accounting for 85.63 percent. From the summary of the research results of the study of readiness to become a digital university of Udon Thani Education Center, Suan Sunandha Rajabhat University, it will be further developed, improved, and developed to be practical and can be used for real benefits.

**Keywords:** Readiness, Digital University, Udon Thani Education Center

### **Introduction**

From the 5-year strategic plan (2023 - 2027) and the 2025 fiscal year operational plan of Suan Sunandha Rajabhat University, Strategy 2: Upgrading mission operations with digital technology and management based on the principles of good governance. Strategic Objectives: To enable the university to operate its missions with modern and safe digital technology, including university management using the principles of good governance. Objectives 2.1 The university has an information technology system that can efficiently link data. 2.2 The university manages according to the principles of good governance. 2.3 Personnel have

knowledge and expertise in their professions. 2.4 The university has a learning ecosystem that is conducive to the creation of professional graduates. By Udon Thani Provincial Education Center, as an educational management agency, which must be responsible for relevant indicators, focusing on and developing personnel to train in the use of the DLP system according to the strategy of designing digital enterprise architecture (EA), fully linking information system data within the organization, and indicators to promote personnel to receive training and develop digital skills, and increasing the efficiency of the operating system and network according to the strategy of creating organizational culture towards becoming a digital university. Therefore, this research study is about the study of readiness towards becoming a digital university of Udon Thani Education Center, Suan Sunandha Rajabhat University to be used as basic information for studying, analyzing, reviewing, and adjusting the direction of the preparation for driving the policy of becoming a digital university in various important development areas, such as the case study of readiness to become a digital university in terms of the readiness of the university's information technology system, the behavior of using the university's information technology system, and the factors related to the relationship of the university's information technology system (Wichiranon & Arunruang, 2018). And to further study the current situation, the desired situation and analyze the necessary needs for developing digital technology competence, aiming to have awareness, knowledge, understanding, and the ability to develop learning management to be appropriate and effective in the future (Noijan, 2024).

### **Research Objectives**

1. To study the readiness to become a digital university of Udon Thani Education Center, Suan Sunandha Rajabhat University.
2. To study the good guidelines to become a digital university of Udon Thani Education Center, Suan Sunandha Rajabhat University.

### **Scope of the Research**

1. Population Scope
  - 1.1 Population: Personnel of Udon Thani Education Center, Suan Sunandha Rajabhat University
  - 1.2 Sample group: By specific sampling method, total of 32 persons
2. Content scope
  - 2.1 Manpower Readiness Questionnaire for Becoming a Digital University
  - 2.2 Good Practices Questionnaire on Promoting Learning towards a Digital University
3. Time Scope  
Research period: 1 October 2024 – 31 July 2025 (total 10 months)

### **Research Methodology**

1. Research Methodology  
In the research study on “Study of Readiness towards Digital University of Udon Thani Education Center, Suan Sunandha Rajabhat University”, the researcher chose to use the quantitative research method. The data collection method used a questionnaire tool with the sample group in this research.
2. Research Steps
  - 2.1 Sample population
  - 2.2 Research instruments

- 2.3 Data collection
- 2.4 Instrument validation
- 2.5 Data analysis and processing
- 2.6 Research duration
- 2.7 Data presentation guidelines
- 3. Data Collection

This research is a survey research. Therefore, the researcher chose to collect data using a questionnaire tool and the sample group filled out the data themselves (self-administered). The researcher sent the questionnaire to the sample group and collected data from December 1 - 31, 2024.

#### 4. Data Analysis

Data analysis is quantitative data obtained from the questionnaire. The researcher analyzed the results using a ready-made program for social science research. In addition, the researcher chose to use statistics for analysis in order to be consistent with the nature of the data and the objectives, as follows:

- 4.1 General information of the respondents, using the number (N) and percentage statistics (Percentage)
- 4.2 Information on opinions about readiness to become a digital university and opinions about good approaches to becoming a digital university, using the mean (Mean  $\bar{x}$ ) and standard deviation (Standard deviation, SD)
- 4.3 Information on suggestions, analyzing suggestions and summarizing the results

### Research Results

Summary of the questionnaire results, research on “Study of the readiness to become a digital university of Udon Thani Education Center, Suan Sunandha Rajabhat University” according to the summary table 1-3 as follows

Table 1: General information of the respondents

		(n = 32)	
General information		N	%
1. Sex			
1.1	man	15	46.9
1.2	female	17	53.1
2. Age			
2.1	25 – 35 years old	14	43.75
2.2	36 – 45 years old	12	37.50
2.3	46 years and over	6	18.75
3. Education level			
3.1	Below Bachelor's Degree	5	15.6
3.2	Bachelor's Degree	7	21.9
3.3	Master's Degree	17	53.1
3.4	Doctorate Degree	3	9.4
4. Status			
4.1	Single	21	65.6
4.2	Married	11	34.4
5. Working hours			
4.1	Working period 1 – 5 years	9	28.1
4.2	Working period 6 – 10 years	17	53.1
4.3	Working period More than 10 years	6	18.8

As shown in table 1, general information of the respondents. Of the 32 sample population, 17 were female (53.1 percent) and 15 were male (46.9 percent). Most of the sample were in the age group of 25-35 years, 14 people (43.75 percent), followed by 36-45 years, 12 people (37.50 percent), and 46 years and above, 6 people (18.75 percent), respectively. Twenty-one (65.6 percent) of the sample were single and 11 people (34.4 percent) were married. Most had worked for 6-10 years, 17 people (53.1 percent), followed by 1-5 years, 9 people (28.1 percent), and more than 10 years, 6 people (18.8 percent), respectively.

Table 2: Mean, standard deviation, percentage and level of opinion on readiness to become a digital university of Udon Thani Education Center, Suan Sunandha Rajabhat University

list	%	( $\bar{x}$ )	S.D.	Interpretation
1. Developing digital infrastructure by creating and improving the internet network system to be high-speed and cover the area, and having digital devices and technology that support teaching in the classroom.	95.63	4.78	0.30	Most
2. Develop human resources by promoting digital skills to teachers and personnel and promoting the creation of a digital culture in the organization.	93.13	4.66	0.35	Most
3. Development of teaching and research systems by improving teaching methods to use digital technology and use digital learning platforms.	86.25	4.31	0.78	a lot
4. Data management and information systems (Data Management) by developing a system for storing and managing student, teacher and personnel data in digital form and using Big Data and AI technologies to analyze data for decision-making and management.	91.25	4.56	0.50	Most
5. There is management and supportive policies by setting strategic plans, allocating budgets and resources for digital development, and creating cooperation with the private sector and various organizations to develop technology and personnel.	95.00	4.75	0.31	Most
6. There is evaluation and monitoring using clear indicators to measure the success of the development of readiness towards becoming a digital university.	86.88	4.34	0.91	a lot
<b>Total</b>	<b>91.35</b>	<b>4.57</b>	<b>0.52</b>	<b>Most</b>

Table 2 showed that the respondents had the highest overall opinion ( $\bar{x}$ = 4.57, S.D.= 0.52), accounting for 91.35 percent. When considering each item, it was found that there was the development of digital infrastructure by creating and improving the internet network system to be high-speed and cover the area, and there were digital devices and technologies that supported teaching and learning in the classroom at the highest level ( $\bar{x}$ = 4.78, S.D.= 0.30), accounting for 95.63 percent. There was management and support policies by setting strategic

plans, allocating budgets and resources for digital development, and creating cooperation with the private sector and various organizations to develop technology and personnel at the highest level ( $\bar{x}= 4.75$ , S.D.= 0.31), accounting for 95.63 percent. There was the development of human resources by promoting digital knowledge and skills for teachers and personnel and promoting the creation of a digital culture in the organization at the highest level ( $\bar{x}= 4.66$ , S.D.= 0.35), accounting for 95.63 percent. 93. There is data management and information systems (Data Management) by developing a system for storing and managing student, teacher, and staff data in digital form and using Big Data and AI technologies to analyze data for decision-making and management at the highest level ( $\bar{x} = 4.56$ , S.D.= 0.50), accounting for 91.25 percent. There is evaluation and monitoring using clear indicators to measure the success of the development of readiness towards becoming a digital university at a high level ( $\bar{x} =4.34$ , S.D.= 0.91), accounting for 86.88 percent. There is also development of teaching and research systems by improving teaching methods to use digital technology and using digital learning platforms at a high level ( $\bar{x} = 4.31$ , S.D.= 0.78), accounting for 86.25 percent, respectively.

Table 3: Mean, standard deviation, percentage and level of opinion on the good approach towards becoming a digital university of Udon Thani Education Center, Suan Sunandha Rajabhat University

<b>list</b>	<b>%</b>	<b>(<math>\bar{x}</math>)</b>	<b>S.D.</b>	<b>Interpretation</b>
1. Set a goal to become a comprehensive digital university in all aspects, such as teaching, management and research.	93.75	4.69	0.34	Most
2. Plan systematic changes to create a digital corporate culture, reduce fear of change through good communication and clear information.	93.13	4.66	0.35	Most
3. Focus on integrating technology, processes and personnel to create agility, efficiency and competitiveness in the digital age.	90.63	4.53	0.44	Most
4. Improving work processes to be appropriate, reducing redundant steps and increasing speed, designing work processes to be flexible and adaptable to changing situations.	88.13	4.41	0.62	a lot
5. Organization leaders must have knowledge and understanding of technology that can effectively lead teams in the digital age.	85.63	4.28	1.08	a lot
6. Increase investment in appropriate equipment, tools and technology systems.	92.50	4.63	0.36	Most
<b>Total</b>	<b>90.63</b>	<b>4.53</b>	<b>3.18</b>	<b>Most</b>

Table 3 showed that the respondents had the highest overall opinion ( $\bar{x} = 4.53$ , S.D.= 3.18), accounting for 90.63 percent. When considering each item, it was found that setting goals to become a comprehensive digital university, such as teaching, management, and research, was at the highest level ( $\bar{x} = 4.69$ , S.D.= 0.34), accounting for 93.75 percent. Planning systematic changes to create a digital organizational culture, reducing fear of change through good communication and providing clear information, was at the highest level ( $\bar{x} = 4.66$ , S.D.= 0.35), accounting for 93.13 percent. Increasing investment in appropriate equipment, tools, and technology systems was at the highest level ( $\bar{x} = 4.63$ , S.D.= 0.36), accounting for 92.50

percent. Focusing on integrating technology, processes, and personnel to create agility, efficiency, and competitiveness in the digital age. At the highest level ( $\bar{x} = 4.53$ , S.D.= 0.44), accounting for 90.63 percent, improving work processes to be appropriate, reducing redundant steps and increasing speed, designing work processes to be flexible and able to adapt to changing situations, at a high level ( $\bar{x} = 4.41$ , S.D.= 0.62), accounting for 88.13 percent, and organizational leaders must have knowledge and understanding of technology that can lead teams in the digital age effectively, at a high level ( $\bar{x} = 4.28$ , S.D. = 1.08), accounting for 85.63 percent, respectively.

## Discussion

The research on the study of readiness towards becoming a digital university of Udon Thani Education Center, Suan Sunandha Rajabhat University has the following objectives: To study the readiness towards becoming a digital university of Udon Thani Education Center, Suan Sunandha Rajabhat University and to study the good guidelines towards becoming a digital university of Udon Thani Education Center, Suan Sunandha Rajabhat University by using quantitative research method. The researcher collected data from the questionnaire of 32 people by using the specific sampling method, which found the following results:

From the study of readiness towards becoming a digital university of Udon Thani Education Center, Suan Sunandha Rajabhat University, it was found that the sample group as a whole had the highest overall opinion when considering each item in order as follows:

1. Development of digital infrastructure by creating and improving the internet network system to be high-speed and cover the area and have digital devices and technology that support teaching and learning in the classroom with an average of 4.78
2. Management and supportive policies by setting a strategic plan, allocating budgets and resources for digital development and creating cooperation with the private sector and various organizations to develop technology and personnel with an average of 4.75
3. Development of human resources by promoting digital knowledge and skills for teachers and personnel and promoting the creation of a digital culture in the organization with an average of 4.66
4. Data management and information systems (Data Management) by developing a system for storing and managing student, teacher and personnel data in digital form and using Big Data and AI technology to analyze data for decision-making and management with an average of 4.56
5. Evaluation and monitoring using clear indicators to measure the success of developing readiness towards becoming a digital university with an average of 4.34 and
6. Development of teaching and research systems by improving the teaching and learning model to use digital technology and use digital learning platforms with an average of 4.31, which is considered an opinion in the same direction.

The results of the study on good approaches to becoming a digital university of Udon Thani Education Center, Suan Sunandha Rajabhat University, found that the sample group as a whole had the highest overall opinions when considering each item in order as follows:

1. Setting goals to become a comprehensive digital university, such as teaching, management, and research, with an average of 4.69;
2. Planning systematic changes to create a digital organizational culture, reducing fear of change through good communication and providing clear information, with an average of 4.66;
3. Increasing investment in appropriate equipment, tools, and technology systems, with an average of 4.63;

4. Focusing on integrating technology, processes, and personnel to create agility, efficiency, and competitiveness in the digital age, with an average of 4.53;

5. Improving work processes to be appropriate, reducing redundant steps and increasing speed, designing work processes to be flexible and adaptable to changing situations, with an average of 4.41; and

6. Organizational leaders must have knowledge and understanding of technology that can effectively lead teams in the digital age, with an average of 4.28, which is considered a good approach, appropriate, feasible, and practical, and can be put into practice.

Further study in the form of digital literacy development should create a digital media learning network to create a learning society at the youth level or at the youth level with teachers, parents and communities, which will help generate knowledge from diverse concepts quickly and keep up with changes in society in the digital age (Siriwattanarut, et al, 2018). The management model of higher education institutions in the digital age consists of 5 elements and has success conditions as follows: Element 1) Objectives of higher education institution management in the digital age Element 2) Principles of higher education institution management in the digital age Element 3) Scope of higher education institution management tasks in the digital age Element 4) Process of higher education institution management in the digital age (Siriluk 2021) Study of digital readiness in terms of introducing technology into activities and providing customer services The Digital Transformation of organizations at each level will use the ERP system, which is very necessary and covers businesses of all sizes and industries well. The Digital Transformation of the ERP system is still important as the center of business data for organizations. Small to medium-sized organizations can use ERP to manage various work systems at a lower cost. As a result of the arrival of Cloud technology, small and large businesses have entered the world of Digital Transformation. and compete with each other. In this regard, ERP itself has become the center of Digital Transformation in any form, whether it is the level of Automation that requires adding a huge amount of data input to process and create decisions that can be made more automatically, or the level of Differentiation that requires using data to create innovations in the form of Data-Driven (Ueaprachakorn, 2017).

### **Recommendations**

1. Accelerate the development of digital infrastructure to ensure comprehensive and efficient systems.

2. Build digital teaching and learning support systems, such as digital learning platforms and practical technology tools.

3. Provide training and capacity building for organizational leaders to enhance their understanding and ability to manage in the digital era.

4. Establish clear and achievable goals for becoming a digital university, aligned with the institution's resources and context.

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