

STUDY TITLE	FACTOR AFFECTING STUDENT’S DECISION TO STUDY THE DOCTOR OF PHILOSOPHY PROGRAM IN PUBLIC ADMINISTRATION AT SRIPATUM UNIVERSITY, PHAYATHAI CAMPUS
KEYWORD	MOTIVATION IN STUDYING DOCTOR OF PHILOSOPHY PROGRAM IN PUBLIC ADMINISTRATION, SRIPATUM UNIVERSITY, PHAYATHAI CAMPUS
STUDENT	THANYARAT MONGKHOLSUKCHUENJAI
ADVISOR	ASSOC.PROF.DR. CHAIYA YIMWILAI
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ABSTRACT

The thesis titled “Decision for Applying to Doctor of Philosophy Program in Public Administration, Sripatum University, Phayathai Campus” aims to study and compare levels of motivation in studying Doctor of Philosophy Program in Public Administration, Sripatum University, Phayathai Campus by collecting data from Ph.D. students, 1-9 generations, who are currently studying as well as those who were conferred their degrees already. There were questionnaire respondents 54 persons from total amount 90 persons. Survey research was applied to this thesis with gathering data by using questionnaires. A sample group is Executives of Sukhothai Primary Education Area Office 2, 101 persons.

According to the study, it was found that most of the students are men with ages between 31-40 years old, working as government officers in other provinces, not Bangkok, with salaries more than 300,000 baht a month. In addition, they have working periods approximately 11-20 years before studying Ph.D. Also, Public Administration is their master’s degrees. Thus, Sripatum University, Phayathai Campus, should increase more public relations on above target group. Besides, the thesis result indicates that Doctor of Philosophy Program in Public Administration, Sripatum University, Phayathai Campus still maintains a rank as a demanding field among

workers at the levels of superiors, personnel management division directors, government sections including private sectors and self- employed businesses respectively.

Refer to research result of factors of Decision for Applying to Doctor of Philosophy Program in Public Administration, Sripatum University, Phayathai Campus, it illustrates that the society, occupation, self-development, and institute are the most significant factors for the study field selection. Students focus on self-development the most, then, society, occupation and institute subsequently.

Therefore, Sripatum University, Phayathai Campus, should consider the public relations strategies on what the crucial issues students will obtain after being conferred the degrees on Doctor of Philosophy Program in Public Administration by Sripatum University, Phayathai Campus.