

The Study of Factors Affecting Social Responsibility among Undergraduate Students of the Faculty of Management Science, Suan Sunandha Rajabhat University

Authors : Somtop Keawchuer

Abstract : The purpose of the research is to study the level of social responsibility among the undergraduate students of the faculty of Management Science, Suan Sunandha Rajabhat University. The research also studies the factors affecting social responsibility of the undergraduate students. The research methodology applied a self-administered questionnaire as a quantitative method. A convenience sampling was used to distribute the questionnaire. Finally, 350 questionnaires were received for data analysis. Data were analyzed by using descriptive statistics including percentage, mean, standard deviation, and inferential statistics including regression analysis for hypothesis testing. The results indicated that the level of social responsibility of the students was at a good level. In addition, internal and external factors were related to social responsibility of the undergraduate students with the statistical significance level of 0.05.

Keywords : internal and external factors, social responsibility, Suan Sunandha Rajabhat University, undergraduate students

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