

The Relationship between the Application of Sufficiency Economy Philosophy and Work Morale of the Employees of Suan Sunandha Rajabhat University

Authors : Nantida Otakum

Abstract : The purpose of the study is to study the level of the application of sufficiency economy philosophy among the employees of Suan Sunandha Rajabhat University. This research also investigates the relationship between the application of sufficiency economy philosophy and work morale of the employees. The research methodology employed a self-administered questionnaire as a quantitative method. The respondents were employees who are working for Suan Sunandha Rajabhat University. Totally, 365 usable questionnaires were returned. Descriptive and inferential statistics were applied in data analysis. The results showed that the level of the application of sufficiency economy philosophy among the employees was at a good level. The results also indicated that the application of sufficiency economy philosophy was positively correlated with work morale of the employees of Suan Sunandha Rajabhat University.

Keywords : employees, Suan Sunandha Rajabhat University, sufficiency economy philosophy, work morale

Conference Title : ICEBMM 2016 : International Conference on Economics, Business and Marketing Management

Conference Location : Prague, Czechia

Conference Dates : March 30-31, 2016