

SELECTED ABSTRACTS of EL 591 Research Paper Writing and Seminar Papers Summer 2002

This section presents selected abstracts of research and findings of issues related to the English language, business, and careers. In partial fulfillment of the requirements for their graduate diploma, during March and May of 2003, students researched and prepared abstracts while enrolled in the summer semester course: EL 591 Research Paper Writing and Seminar.

Adolescent Contraception

Ladda Jitwatanapataya
4521070393

This study is a small scale survey of 50 adolescents who went to three family planning clinics in Bangkok for pregnancy tests. The sample included 29 female adolescents and 21 male adolescents; the male adolescents were boyfriends or partners of the female adolescents.

The study used a structured qualitative and quantitative methodology, including 50 sets of self-administered questionnaires and 10 in-depth interviews.

The study analyzed major causes of adolescent unwanted pregnancies. The results document major causes including not using any contraceptives, or using less efficient methods (due to cultural barriers and inaccessibility to services), lack of adequate knowledge about contraception, fear of side effects, and unplanned sex. The second major

cause of contraceptive failure was caused by incorrect use of contraceptives and ineffective methods used.

The findings showed that even though adolescents are knowledgeable about contraceptive methods, the practice is quite low. Using contraception is linked to the process of defining oneself as sexually active, thus adolescents may take the risk of getting pregnant rather than discussing the need for contraception among themselves. Being knowledgeable in sex and expressing the need to take precautions may convey an image of being sexually experienced. The findings explain the major types of information and service provisions that are appropriate for adolescents. Interactive and informal strategies and programmes are recommended to empower adolescents in this area.

The Effects of Stress on the Work and Health of the Revenue Division Employees of CAT

Pareerat Subsarn
4521070401

The objective of this research was to investigate the stress level of Revenue Division's employees at CAT and its effects on their work and health. The sample group of this study was 50 employees. The main tool used in this research was a questionnaire. The data obtained from questionnaires were analyzed by using percentage and descriptive analysis to test all of the hypotheses.

This study found that most respondents encountered financial problems. Stress had a little effect on their work performance because they could control their stress and enjoy their work. They were in good health. Their symptoms were fatigue (without reasons) and they ate little food when they were under stress. About half of them (44%) managed their stress by relieving pressure and calming down.

The Attitudes of Judges in Adjudicating Cases in Specialized Court Cases: The Central Intellectual Property and International Trade Court

Saowalak Jullamon
4521070419

This research describes the attitudes of judges in adjudicating cases in the Central Intellectual Property and International Trade Court. The samples were twenty judges in the court. According to demographic data, most of the samples were male judges between 30-63 years of age, and the majority had been working in the court for more than two years.

Five Sections and eight Rules were studied with the four aspects of its convenience (and expediency), modernness, effectiveness, and fairness. The results demonstrated that most samples agreed that the provisions of the Act for the Establishment of and Procedure for Intellectual Property, International Trade Court (B.E. 2539), Rules for Intellectual Property, and International Trade Cases (B.E. 2540) are appropriate with the feature of the court. They thought that the provisions were appropriate because of their convenience, expediency, modernness, effectiveness, and fairness.

Some judges identified problems when using the provisions and suggested how to solve those problems. Most of the problems occurred while using Section 27 (Hearing without Adjournment) and Rule 29 (Submission of Deposition in Hearing of Witness). The judges solved the problems by ordering the parties in the day of pre-trial conference to proceed a case strictly to the rules of the court without excuse. One judge disagreed with Rule 31 because the opposite parties could not make a cross examination with a deposition of a deponent residing in a foreign country. Anyway, no judges thought that the provision has been improved yet.

The Attitudes of the Siam Commercial Bank's Workers toward English Reading Skills in International Trade Work

Apisit Boaprasertkul
4521070492

This research paper was aimed to study the attitudes of the Siam Commercial Bank's workers toward their English reading skill that includes vocabulary, sentence structure, text structure and reading techniques. Reading skill is important for workers, particularly those who work in international trade because their proficiency will affect the services of the bank. The researcher selected 50 workers to answer a questionnaire that included questions in two parts. The first part was demographic data including gender, age, degree of education level, and working experience. The second part measured the attitudes of the workers toward English reading skills. Analysis of data revealed results in four areas:

1. Vocabulary

Most of the workers sometimes have vocabulary problems. When they have vocabulary problems, they use a dictionary to look up the meanings of difficult words, while a few use context clues to guess the meanings. However, the workers are unsatisfied with their knowledge of vocabulary.

2. Sentence Structure

More than half of the workers analyzed phrases and clauses when they read a letter of credit. Moreover, most of them knew the types of clauses. However, more than half of the workers were unsatisfied with their knowledge of sentence structure.

3. Text Structure

The result of text structure is similar to that of sentence structure. Most workers consider and know about text structure when they read

a letter of credit. Moreover, they are satisfied with their knowledge of text structure.

4. Reading Techniques

Most workers use the skimming technique to read a letter of credit, but they think that scanning is more important than the skimming. They are satisfied with their reading skills. If they want to improve their English reading skills, they will study at an English language schools such as BBC.

Job Satisfaction Case Study: Mass Rapid Transit Authority of Thailand (MRTA)

Angkanee Srimongkol
4521070526

The efficiency of many organizations can be evaluated by their human resources, economic and financial benefits, market share, and net profit. The MRTA is a leading state enterprise which has been designated for the implementation of a mass rapid rail transit system in Bangkok and other provinces. However, MRTA has not been open to service to keep revenues, does not know how effective the organization is, and considers human resources as a tool to evaluate MRTA's capability.

Questionnaires on job satisfaction were distributed to 200 officers and 192 were returned. The questionnaires contained job satisfaction questions in six areas: 1) present job, 2) present pay, 3) opportunities for promotion, 4) supervision, 5) coworkers, and 6) jobs in general. The idea of job satisfaction is from Johns, Muchinsky and Vecchio. They have the same idea that job satisfaction is emotional reaction, thoughts and workers' feelings toward their jobs.

After analyzing data from completed questionnaires, it was found that the officers had neutral satisfaction in all aspects.

Factors Affecting Consumer Behavior of Bangkokians

Wannapa Khaisuan
4521070534

This research aims to investigate the main factors affecting consumer behavior of Bangkokians when purchasing food products and non-food products. Moreover, consumption behaviors of Bangkokians can be explained in terms of the Marginal Propensity to Consume (MPC).

Five factors in each question chosen by Bangkokians indicated order of preference with ranking in two questions. First, the main factors which Bangkokians considered when purchasing food products were: prices, quality, taste, packaging, and prices of alternative goods. Second, the main factors which Bangkokians considered when purchasing non-food products were: prices, quality, taste, brands, and durability. Questionnaires were used to collect the data. In addition, descriptive and inferential statistics were used to analyze the data.

The results showed that the major factors for Bangkokians when purchasing food products were prices, taste, prices of alternative goods, quality, and packaging, respectively; whereas with non-food products, the majority factors by ranking order were quality, prices, taste, brands, and durability, respectively. Moreover, the results demonstrated that the consumption behaviors of Bangkokians had a Marginal Propensity to Consume (MPC) equal to 0.687. This means that if the disposable income of Bangkokians is one hundred baht higher, consumption will increase to 68.70 baht.

Adoption of Internet Banking for People Living in Bangkok

Supawan Chaisangkha
4521070559

This study aims to explore the use of internet banking by people living in Bangkok, particularly the factors involving adopting internet

banking services recently offered in Thailand. The sample size included 60 retail banking customers equally divided into two groups, which were internet bank users and non-internet bank users. A questionnaire was used as a tool to collect and analyze the data using the percentage method.

This study indicates significant differences in the characteristics and behavior of the two groups. The major factors which would affect the success of this new distribution channel for banking products and services via the Internet are convenience and ease of use, security concerns, cost of adoption, trust in one's bank, internet accessibility, and consumer awareness.

Thus, the factors affecting the adoption of internet banking should concern both bankers and regulators to ensure that the new technology and innovations are adopted by retail banking customers. This means that the growth of internet banking could further augment in the financial system benefiting the banking business not only in Thailand, but also in other parts of the world.

National Identity Attitudes, Awareness, and Knowledge of Government House Personnel

Pawana Thongsri
4521070575

The purpose of this research was to investigate the correlation among knowledge, attitudes, and awareness of national identity of the personnel of the Government House. Questionnaires were used to collect data from a total of 50 samples. Frequency, percentage, and Pearson's product moment correlation coefficient were used for the analysis of the data. The SPSSx program was used for data processing.

The results of the study were as follows: the knowledge of national identity was negatively correlated with the awareness in national identity that supports the first hypothesis, the significant attitude toward national identity was positively correlated with the awareness in national identity

that supports the second hypothesis, and the knowledge of national identity did not correlate with attitudes towards national identity, discounting the third hypothesis.

A Research Study on Job Satisfaction at the Food and Drug Administration (FDA)

Chootima Jameekornkul
4521070641

This research attempted to explore the level of job satisfaction of the officers of the Food and Drug Administration (FDA) by using a questionnaire. The questions were developed by using five important aspects influencing job satisfaction: work itself, pay, job promotion, supervision, and co-working relations.

The results from 40 subjects of the FDA found that job satisfaction of the officers at FDA was at middle level. In general, the aspects affecting the job satisfaction of the officers at FDA, ranked in order of importance were: supervision, co-working relations, the work itself, the job promotion, and pay.

Most FDA officers were most satisfied with the job itself by their task significance to the organization, followed by participation in important decision and present job and responsibility. Most FDA officers were more satisfied with the level of job security than with other benefits. In contrast, most were dissatisfied with salary related to their experiences.

With respect to job promotion, most FDA officers were satisfied with opportunities to be trained, to progress in their present positions and to progress in their career paths. Regarding supervision, most FDA officers were satisfied with their supervisor's technical skills more than by human skill and thinking skill.

Last, most FDA officers were satisfied with relations among colleagues, then with supervisor's relations with subordinates, and relations within the organization.

It is recommended that to improve the level of job satisfaction of the FDA officers, executives should examine all five aspects of this research, in particular how pay and job promotions can increase their officers' job satisfaction and their organizational performance.

The Opinions of Undergraduate Students towards Using Songs in Second Language Learning

Suwadee Ngamsamrit
4521070666

The purpose of this study was to survey the opinions of undergraduate students toward using songs in second language learning. This qualitative research was conducted by sampling of undergraduate students from sixteen universities.

The results indicate that songs may be useful to use in adult classes, such as in a university student class. It found that undergraduate students highly perceived the importance of music and songs in their second language learning. Due to songs and music power, they believe that music and songs enhance the learning environment and simultaneously improve student's language abilities.

However, the minority of students disagreed with bringing music and songs into class because songs have a non-serious image and language used in songs is not standard English.