

Evaluating the Effectiveness of a Digital Workload Management Information System in Enhancing Organizational Management Efficiency: A Case Study of the Faculty of Engineering, Mahasarakham University

Background & Objective



To evaluate the effectiveness of the Digital Workload Management Information System (DWMS) in managing service workloads and supporting data-driven decision-making to enhance organizational management efficiency.

KEY FOCUS



Evaluate DWMS effectiveness using actual operational data



Analyze the role of the system in workload management and performance monitoring

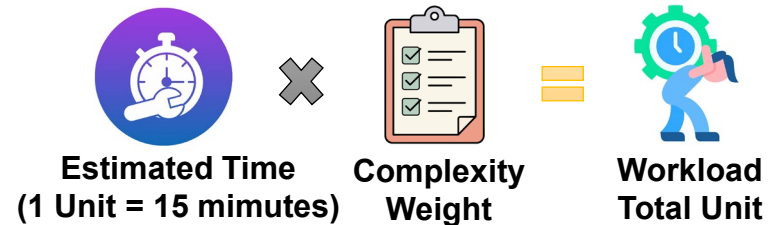


Examine the use of data to support managerial decision-making

Methodology & Approach



TDABC + Complexity Weight



Gap Analysis

$$\text{Gap} = \text{Expectation} - \text{Satisfaction}$$



Positive Gap: Satisfaction higher than expectation



Negative Gap: Satisfaction lower than expectation

(Parasuraman et al., 1988)

Key Results & Implications



Key Operational Results



Service requests
168 → 319 cases



Service success rate
99.4% maintained



Operational time reduced
7,560 → 14,355 mins



Workload increased
667.4 → 1,132.4 units



Real-time monitoring & traceability achieved



Workload data supports managerial decision-making



User Experience
(n = 103)

Expectation
3.78
(High)

Satisfaction
4.03
(High)

Gap
-0.25
(Satisfaction higher than expectation)



IMPLICATIONS

Transparent, Traceable, Data-Driven