

Administration of Branch Managers Affect the Indicators Krung Thai Bank Success (POSDCORB) Phatthanakan District Office

Prof. Suthum Phongsamran, Dr Tosaporn Mahamud and Treetaporn Triyakun

Abstract—Education subject Administration of branch managers Affecting the indicators of the success of Krung Thai Bank Phatthanakan District Office The objective is to study the administration of Krung Thai Bank branch manager. Phatthanakan District Office The relationship between the management of branch managers And indicators of success of Krung Thai Bank Phatthanakan District Office And management factors of branch managers Influencing the indicators of the success of Krung Thai Bank Phatthanakan District Office The population in the study was Krung Thai Bank employees. 408 development of the District Office using questionnaires as a tool for studying And the collected data were processed using percentage statistics Mean t-test Standard Deviation ANOVA uses F-test, (One-way ANOVA) and Multiple Regression Analysis. The results showed that most of the respondents were female, aged 26 - 35 years, graduated with a master's degree. The average monthly income is 30,001 - 45,000 baht and the work is under 5 years. In general, there is a relationship between the management of branch managers and indicators of success in Budget Personnel management And the organization Influence with indicators of the success of Krung Thai Bank Phatthanakan District Office With statistical significance at the level of .05

Suggestions from studies Planning Should focus on internal work planning Business planning Including setting clear vision and mission first, in terms of selecting employees to perform duties according to their aptitude Administration Should focus on the leadership of the branch manager To create unity in the department And have trust in the branch manager Reporting Priority should be given to summarizing results, such as weekly, monthly, quarterly, etc. It must be accurate. Fair to workers If there is a problem or error in the report, the work can be clarified and updated. Budget Should focus on fair budget management Effective To make employees feel satisfied with the income And benefits received

Keywords— Administration branch managers..

Prof. Suthum Phongsamran. M. Com, Graduate School of Business Administration, Kasembundit University, Bangkok

Dr Tosaporn Mahamud, M. Com. Ph.D, Graduate School of Business Administration, Kasembundit University, Bangkok

Treetaporn Triyakun, MBA, Graduate School of Business Administration, Kasembundit University, Bangkok

I. INTRODUCTION

Commercial bank, which means to pay back on demand or at the end of a specified period And use that money in one or many ways, such as providing loans, exchanging tickets Money or any other negotiable instruments Trading foreign exchange And also includes branches of foreign banks that are licensed to undertake such businesses as well, which must be repaid on demand or at the end of the specified period. And use that money in one or more ways, such as providing loans, exchanging bills of exchange or any other negotiable instruments Trading foreign exchange And also includes branches of foreign banks that are licensed to undertake such businesses (Allen,2008). (Royal Institute Dictionary) At present, the banking business is not just a place for making monetary transactions. But is also a business center related to financial advisor Business insurance And other supporting businesses Many more branches Most of the companies are affiliated companies in which the Bank holds shares. As an example of the bank that the researcher is working on Is Krung Thai Bank (Krung Thai Bank PCL.) Is the only commercial bank in Thailand that has a state enterprise status Which operates business under the supervision of the Ministry of Finance And is a large bank There are number two branches in Thailand (Bennell,2004).

In order to perform the work according to Effective In which the master management principles POSDCoRB principles are the principles of academic administration in Luther Gulick. Such principles include Planning, Organizing, Staffing, Directing, Co-ordinating, Reporting and Budgeting. Meaning of work planning is planning, including project planning and plans. Up beforehand. O-Organizing means organization, including work division, division of work. Organizational structure Assignment of various positions S-Staffing means management of personnel in the organization, from recruitment, recruitment, selection, recruitment, appointment Promotion Promotion of salary, transfer of personnel development in the organization until the dismissal of the D-Directing means the director, which is responsible for making decisions. Diagnosis, issuing orders, assigning work assignments to subordinates After that, leadership must be used to motivate people to accept executives. (Nilapornkul, 2017)

Co- Coordinating means coordination, which is to coordinate various activities. That has been divided into sub-sections So that all sectors can work together in harmony And to achieve the same goal. R- Reporting means reporting, including the duty to listen to the performance reports of individuals and departments that have been reported. Reporting is a measure for auditing and controlling work. B- Budgeting means budgeting, which is a duty related to budgeting. Accounting, money spending and financial control checks Accounting of the department itself. The reason that we should use management principles to help in the management of large organizations because POSDCoRB can be used to create mechanisms. Improve the structure for the organization. Provide personnel with different expertise Working in a department suitable for you and the organization. Enabling executives to be able to manage and command effectively Can provide a framework for the organization From the above principles, the use of POSDCoRB gives benefits to the organization in many aspects, such as the division of responsibilities directly in the line of work. Have an efficient team Have cost effective resource management Have good coordination But still some observations (Dubey, 2016).

Therefore, the student is interested in Administration of branch managers Affecting the indicators of the success of Krung Thai Bank Phatthanakan District Office To study the relationship between the management of branch managers And indicators of success of Krung Thai Bank Phatthanakan District Office That is to use the information from the study to use as a guideline for the development of branch manager In accordance with the indicators of the success of Krung Thai Bank Office of Further Development (Chaimongkol, 2018).

A. Purpose of study

- To study the administration of the Krung Thai Bank branch manager Phatthanakan District Office

To study the relationship between the management of branch managers And indicators of success of Krung Thai Bank Phatthanakan District Office To study the management factors of branch managers Influencing the indicators of the success of Krung Thai Bank Phatthanakan District Office

B. Hypothesis of the study

- Personal factors of employees are different. Affecting the indicators of the success of Krung Thai Bank Phatthanakan District Office Different

- The managerial factors of the branch managers have a relationship with the indicators of the success of Krung Thai Bank. Phatthanakan District Office.

II. CONCEPTUAL FRAMEWORK FOR EDUCATION

From the above research The study uses POSDCoRB (Roberts,1958). theory to summarize and coordinate as Conceptual framework In the study of Administration of branch managers Affect the indicators of the success of Krung Thai Bank, development zone as follows: initial variable,

gender, age, education level, occupation type, income level, variable according to the management of branch managers (POSDCoRB), organization planning Team management, administration, coordination, management report, budget management of Krung Thai Bank branch managers Office of Financial Development, Customer, Process Human resource development.

III. METHODS OF DATA COLLECTION

In order to complete studies, there are methods of data collection. As follows: Data obtained from Studying from various sources including textbooks, documents, and other research results Related information obtained from Answering questionnaires of target groups And get it back by yourself Carry out a check for completeness To ensure that the questionnaires are complete and able to be analyzed further.

IV. DATA PROCESSING AND ANALYSIS

The data from the questionnaire is processed by computer program by finding the percentage (Mean) and Mean (Microsoft Excel) which is a ready-made program for creating Pie Chart and Bar Chart with words. Explain the results And take the result from the chart Presented for analysis based on the characteristics of various variables.

V. STATISTICS USED IN DATA ANALYSIS

Descriptive Statistics The statistics used are Percentage, Mean, and Standard Deviation to describe demographic data of respondents and various variables. Inferential Statistic is used for testing hypotheses. The statistics used are T-test, ANOVA analysis, F-test (One-way ANOVA) and Multiple Regression Analysis.

The analysis of the relationship between the branch manager's management has a relationship with the indicators of the success of Krung Thai Bank. Office of Developmental Area Overview.

Administration of branch managers	Relationship to the indicators of success of Krung Thai Bank Office of Developmental Area Overview				Administration of branch managers	Std.					
	r	Sig	relation	level		B	Error	Beta	t	Sig	Results test
Event Planning	.593**	.000	Moderate	6	(Constant)	1.517	.260		5.833	.000**	
Organization	.662**	.000	same direction	2	Planning	.126	.105	.110	1.196	.233	no
Personnel management	.578**	.000	Moderate same	7	Organization	.314	.101	.403	3.125	.002*	yes
□ Administration	.651**	.000	High same direction	3	Personnel management	.382	.103	.417	3.717	.000**	yes
Coordination	.632**	.000	High same direction	5	Administration	.044	.137	.057	.321	.749	no
Reporting	.635**	.000	High same direction	4	Coordination	-.173	.112	-.210	-1.538	.126	no
Budget	.719**	.000	High same direction	1	Reporting	-.158	.101	-.214	-1.575	.117	no
Average overview	.694		High same direction		Budget	.845	.120	1.015	7.056	.000**	yes

** Statistical significance at the level of .05 (2-tailed)

VI. CONCLUSION

From the study of the opinions of the management factors according to POSDCoRB, it was found that the planning Organization Personnel management. Administration. Coordination. Reporting and budgeting. In overall, it is at a very agreed level. With details as follows

- Planning The results of the study found that it was at a high level of agreement. With comments Ranked at the high level of 3 items consisting of the importance of operational planning The organization has established a business plan with clear goals. And the organization has a clear vision and mission

- Organization The results of the study found that it was at a high level of agreement. With comments At a high level of agreement with 3 items, consisting of opinions about job allocation Management suitability And orderliness when activities are organized - Personnel management The results of the study found that it was at a high level of agreement. With comments At a high level of 3 items which consist of opinions about sending employees to train for increasing knowledge regularly Selection of employees that can perform their jobs appropriately for the position received. And the feeling of being well cared for by managers

- Administration The results of the study found that it was at a high level of agreement. With comments Ranking at the high level of 3 items consisting of managers with good leadership. Managers create unity in the department. And the manager assigns tasks to subordinates appropriately

- Coordination The results of the study found that it was at a high level of agreement. With comments In the level of agreeing very much, 3 items consist of having good communication skills Able to convey the substance correctly The overall picture in the department is quality coordination.

** Statistical significance at the level of .05 (2-tailed)

Comparison of management success factors of Krung Thai Bank The District Development Office has an influence on the success indicators of Krung Thai Bank. Phatthanakan District Office.

And the manager is the leader in coordination

- Reporting The results of the study found that it was at a high level of agreement. With comments Ranked at the high level of 3 items consisting of managers able to summarize the performance very well. Managers are fair in assessing work. And the manager gives an opportunity Have the staff explain the problems of not being able to work

- Budget The results of the study found that it was at a high level of agreement. With comments Ranking at the high level of 3 items consisting of honest managers in budget management. Budget manager that receives efficiency And satisfied with the welfare received

VII. INFORMATION ABOUT THE SUCCESS INDICATORS OF KRUNG THAI BANK PHATTHANAKAN DISTRICT OFFICE

From the study of information about indicators of success of Krung Thai Bank The Office of Development Zone found that financial, customer, internal processes And learning and development In the overview of the comment level At a very agreed level With details as follows

1. In terms of finance, the result of the study shows that it is in a high level of agreement. With comments At the very level of 4 items consisting of cost reduction Asset increases Reduction of bad debt And increase revenue

2. For customers, the results show that the level of agreement is very high. With comments Is at a high level of agreement of 4 items consisting of being an organization that is involved in Customer satisfaction Customer engagement And the increase of new customers

3. Internal process The results of the study found that it was at a high level of agreement. With comments Is at a high level of agreement with 4 items consisting of clear penalties for wrongdoing Have a good internal risk control process There is a quality check. And with appropriate and appropriate internal work assignments

- 4. Learning and development The results of the study found that it was at a high level of agreement. With comments Ranked at a high level of 4 items consisting of thorough training Have instilled a sense of love for the organization Create a positive attitude for employees. And promote potential employees

Compare the indicators of success of Krung Thai Bank Phatthanakan District Office Classified by personal information.

VIII. HYPOTHESIS TEST RESULTS

- Hypothesis 1 Personal data of employees is different. Affecting the indicators of the success of Krung Thai Bank Phatthanakan District Office Different

The study found that personal information about sex And education level Different Affecting the indicators of the success of Krung Thai Bank Phatthanakan District Office No different

As for personal information regarding age, average monthly income And the length of work in different organizations

Affecting the indicators of the success of Krung Thai Bank Different district development offices

The relationship between the management of branch managers And indicators of success of Krung Thai Bank Phatthanakan District Office

Hypothesis 2: The management of branch managers has a relationship with the indicators of the success of Krung Thai Bank. Phatthanakan District Office

The study found that the administration of branch managers Budget And the organization organization as a whole, there is a relationship between the management of branch managers and the indicators of the success of Krung Thai Bank. Phatthanakan District Office High affinity level in the same direction And the administration of branch managers in event planning, administration, reporting, personnel management And overall coordination. There is a relationship between the management of branch managers and the indicators of the success of Krung Thai Bank. Phatthanakan District Office Medium relationship level, same direction

Hypothesis 3: Branch manager management influences the success indicators of Krung Thai Bank. Phatthanakan District Office

The study found that the administration of branch managers Budget Personnel management And the organization Influence with indicators of the success of Krung Thai Bank Phatthanakan District Office Statistical significance at the level of .05.

IX. SUGGESTIONS FROM STUDIES

In this research, we know the POSDCoRB (Luther Gulick) management process which has an effect on Krung Thai Bank's success. Phatthanakan District Office The study has suggestions for the following benefits:

- Planning Krung Thai Bank Manager Phatthanakan District Office Should focus on internal work planning Business planning Including setting clear vision and mission first

- Organization Krung Thai Bank Manager Phatthanakan District Office Should give importance to the division of duties as appropriate To allow activities in the organization to occur appropriately Tidy

- Personnel management Krung Thai Bank Manager Phatthanakan District Office Should focus on the training of staff to increase knowledge regularly Choosing employees to perform duties according to their own aptitude

- Administration Krung Thai Bank Manager Phatthanakan District Office Should focus on leadership To create unity in the department Causing the affiliated staff Understand each other To achieve unity And efficiency in administration

- Coordination Krung Thai Bank Manager The District Development Office should increase the importance of correct communication. Not in error And reliable

- Reporting Krung Thai Bank Manager Phatthanakan District Office Priority should be given to summarizing results, such as weekly, monthly, quarterly, which must be accurate,

fair, and verifiable for the operator. If there is a disaster Or errors in reporting can be clarified and updated.

- Budget Krung Thai Bank Manager Phatthanakan District Office Should focus on fair budget management Effective For employees Resulting in satisfaction in the compensation and benefits received.

X.SUGGESTIONS FOR FURTHER STUDIES

Sustainable maximum effectiveness of employees of Krung Thai Bank Phatthanakan District Office.

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