

Causitive Factors Influential to Operational Effectiveness in Information Technology for Private University Lecturers in Bangkok Metropolitan Region

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ABSTRACT

From the study of Causitive Factors Influential to Operational Effectiveness in Information Technology for Private University Lecturers in Bangkok Metropolitan Region, the purposes were to analyze the causative factors influential to operational effectiveness in information technology for private university lecturers in Bangkok Metropolitan Region in order to create the model of structural relationships between causative factors and the operational effectiveness in information technology and in order to analyze the way of direct influence, indirect influence and total influence of causative factors influential to operational effectiveness in information technology for private university lecturers in Bangkok Metropolitan Region. This qualitative research was conducted by data collecting from the administrators, lecturers and operational staff at 17 private universities in the population amount of 570. The statistics for data analysis were Confirmation Factor Analysis and Analysis Model of Structural Equation.

The result for this study found that 1) P-value = 0.0502 more than 0.05 it indicated that Structural Equation Model from conceptual frame was suited with empirical data. 2) Causitive factors influential to operational effectiveness in information technology for private university lecturer in Bangkok Metropolitan Region in direct way was Operational Process Factors had the prediction weight was equivalent to 0.77 ($\eta = 0.77$). 3) The result of structural analysis for explaining the way in the relation factor by hypothesis found that the relationship which was accordance with the setting hypothesis.

Keywords: Information Technology, Causitive Factors Influential, Operational Effectiveness