

# Research and Development on the Process of Goodwill Creation for Rajabhat University Students

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## Abstract

The objective of this research is to study 1) the process of goodwill creation and 2) the factors related to the goodwill creation. The population and sample group consists of 450 persons using simple random sampling. The research tool is the questionnaire with quality measurement and confidence = .681. The used statistics are descriptive statistics, inferential statistics, and multiple regression analysis. The results of the research are: 1) The process of goodwill creation is wholly at the high level. When considering each aspect, the level is high in all aspects in the order from the most to the least; in responsible acting, in being honest, in having public mind, in social justice, and in social fairness, respectively. 2) Factors affecting the process of creating good values including having public mind, sufficiency being, social justice, and responsible acting. The power of forecast is 95.20 percent. 3) For the results of the process of goodwill creation, it is found that the process must start from self-creation in having the good consciousness to be interested in learning and guiding principles of moral ethics to use in life without being negligent, being ready to listen to the reasons, adapting and improving oneself. The process is created by individuals or external agencies, including families, teachers, educators, academicians, monks, and seniors in the society. This is a good example in giving love, warmth, correct advice on what is right.

**Keywords:** Research and Development, Value Creation Process, Goodwill, Rajabhat University Students

## Introduction

In working to achieve as desired; what is useful what is fair, only knowledge cannot be depended. The honesty, sincerity, and accuracy are needed. Similarly, the Royal Speech of His Majesty the King in the graduation ceremony of Ramkhamhaeng University on 8<sup>th</sup> July, 1985, addressed the importance of the word "honesty" by the Constitution of the Kingdom of Thailand clearly showing the intention that the country administration nowadays gives the importance to people. People are the real owners of the country who have to preserve the interests of the nation without allowing anyone to wrongly seek benefits from the common benefits. As the common interests are the thing that all Thai people have to receive or benefit. Apart from receiving or benefiting, we need to help one another in protecting the benefits for the future generations to benefit as well. This includes the intent of the new Constitution of Thailand stating "Building the citizen to play the important role with the clean and balanced politics to support society with justice leading the nation to peace." Moreover, National Economic and Social Development Plan No. 12 (Office of the Prime Minister, 2013) on the social justice strategies identifies the reforms and enhancements of independent organizations or institute to be responsible for auditing and national administration to solve the problem of corruption. The operation must be done integrated so that it can link the in-depth data and careful audit with the amendment of relevant laws and regulations as well as allowing the academic institutes in all levels to teach about good governance and anti-corruption. This is for pushing the solutions for corruption and conflicts in the society resulted from the

misconduct of government officials and politicians to be effective practically, fairly, transparently, and sustainably. In addition, the anti-corruption can be considered as the important mission of all Thai people because the corruption affects all Thai people either directly or indirectly. We need to help enhancing the national budget spending to worth for the maximum benefits of the nation and people. The natural resources are reducing noticeably. It is very important to maintain it for the longest possible use. These benefits of the nation are what people in the nation have to care about in preserving. In raising the awareness for everyone to take part in caring successfully is not easy. But it must be accelerated concretely in the minds of all Thai people. Otherwise, Thailand will not be able to free from the corruption problem. This research focuses on studying the characteristics of the process in creating the goodwill for Rajabhat University students and studying the factors related to the goodwill creation for Rajabhat University students.

## Literature Review

**Concepts of goodwill creation:** In the process of behavior changing of general people, according to the theory, people must acquire knowledge that is sufficient for the decision making and acceptance as attitudes leading to the practice or behavior. As the goodwill is close to the behaviors of persons, the study of theories of psychology which can explain more clearly are psychoanalytic theory, social learning theory, cognitive development theory, the theory of value clarification, behavior modification theory, and ethical tree theory. The details of each theory which should be studied are as follows.

1. Psychoanalytic Theory: Psychoanalytic psychologists try to find the theories that explain the development of various aspects of persons including the morality and ethics. This group of psychologists consists of Sigmund Freud (Freud, 1949: 538), the leader of the group. Freud believed that personality traits evolved from mental energy called id, ego, and superego, respectively. Id is what exists with the baby at birth and it will push the child to respond to the needs following the instinct. At the same time, it encourages people to seek happiness. However, only id solely cannot respond to the needs. Ego is developed to be responsible for thinking and planning to respond to such needs by adapting to the real environment. Later, when the children are about 3-6 years old, superego will be developed to control the moral system. Ethics in people makes them inherit the moral values and standards of society through the process of imitating their guardians or their parents. Based on this study, it is found that moral ethics should begin to be cultivated from childhood. Besides, people will increase moral and ethics depending on proper parenting.

2. Kohlberg's Moral Development (Kohlberg, 1979): Kohlberg believed that ethics or understanding of the rules of the guilty verdict of action is not from learning through social processes. It is based on thinking following the reasons from the intellectual development bound with the ages of the persons. The moral and ethical development will be from lower to higher without turning back and acceleration. In addition, Kohlberg has also divided the use of moral reasoning of people into 3 levels with 6 steps as follows.

1<sup>st</sup> level: The pre-conventional level is the level in which the persons will choose to make the decision in doing the things beneficial for themselves without considering the effects on the others. It is often found in the children of 2-10 years. In this level, it is divided into 2 steps; the 1<sup>st</sup> step is to avoid the punishment and the 2<sup>nd</sup> step is to seek for the prizes and exchange.

2<sup>nd</sup> level: The conventional level is the level in which the persons will conform to the rules of their small groups to conform to the laws or the rules of religion. People will know to take care of the others and to play the social roles. It is frequently found in the age range of 10-16 years. This level is divided into 2 steps. The 1<sup>st</sup> step is to do what the others like especially the friends. The 2<sup>nd</sup> step is to follow the social regulations. People will know the roles and duties of people as part of the society.

3<sup>rd</sup> level: The post conventional level is the level in which the persons will pay attention to the majority of people. They respect the rights of the others and can control themselves. It is frequently found in the age range of 16 years or over. This level is divided into 2 steps. The 1<sup>st</sup> step is to be reasonable and self-respected using the reasons in making the decision and the 2<sup>nd</sup> step is to adhere with the international ideal of making good deeds and being generous.

From studying the ethics based on the theories of intellectual development, it can be found that the ethics of persons are related to many attributes, especially the intellect. Older people also have the opportunity to learn more about ethics and the development of ethics will follow the steps from the lowest step which needs to happen before the higher step.

3. Social Learning Theory is the theories of Albert Bandura (Bandura, 1986), the Canadian psychologist. According to the theories of Bandura, learning of the persons is partly based on direct experience. Another part is from the observation from 3 types of models. The real model is the one that show real behaviors. The symbolic model includes the model from television, movie, or images, verbal or written forms which appear in words or writings. The result of direct experience and the observation on such 3 types of models will make learning relationships between things like the relationship between events and the relationship between behavior and the effect of behavior which can be expected as the way leading to the desirable outcomes. And at the same time, how to avoid various bad effects, the assessment thinking like this will lead to the decision to do or not to do any behavior leading to setting standards for self-conduct as well as self-control to follow those standards (Witchawut, 1983: 22-23). Based on this social learning concept, cultivating virtue and ethics to persons requires direct and indirect learning approach by creating conditions for the individuals to experience by themselves or to give good examples. This is a great way to make people know to choose and adhere for controlling the inappropriate behaviors and expressing appropriate behaviors.

4. Theory of values clarification: The proposers of this theory are Raths, Harmon, and Simon (1966) using the concepts of Relation theory having the principles that the accuracy does not depend on the exact principles but it is varied following the persons and situations. In the principles of theory of values clarification, the ethics to cultivate are not defined. There is the acceptance on the decision making, feelings, and values of the students unconditionally. Teachers have the duty to cultivate values by directing or managing them, asking questions to make students think whether their beliefs, attitudes, behaviors, and feelings towards one thing meet the 7 criteria of the process of values or not (Witchawut, 1988: 23).

1. Is it from your selection freely?
2. Have you considered other alternatives?
3. Have you considered the results of other alternatives?
4. Are you proud or happy in what you have selected?
5. Will you confirm your decision frankly?
6. Will you do as decided?
7. Will it be repeated?

1. The pre-conventional level (2-10 years) (low level): The 1<sup>st</sup> step is to avoid the punishment (2-7 years) and the 2<sup>nd</sup> step is to seek for the prizes (7-10 years).

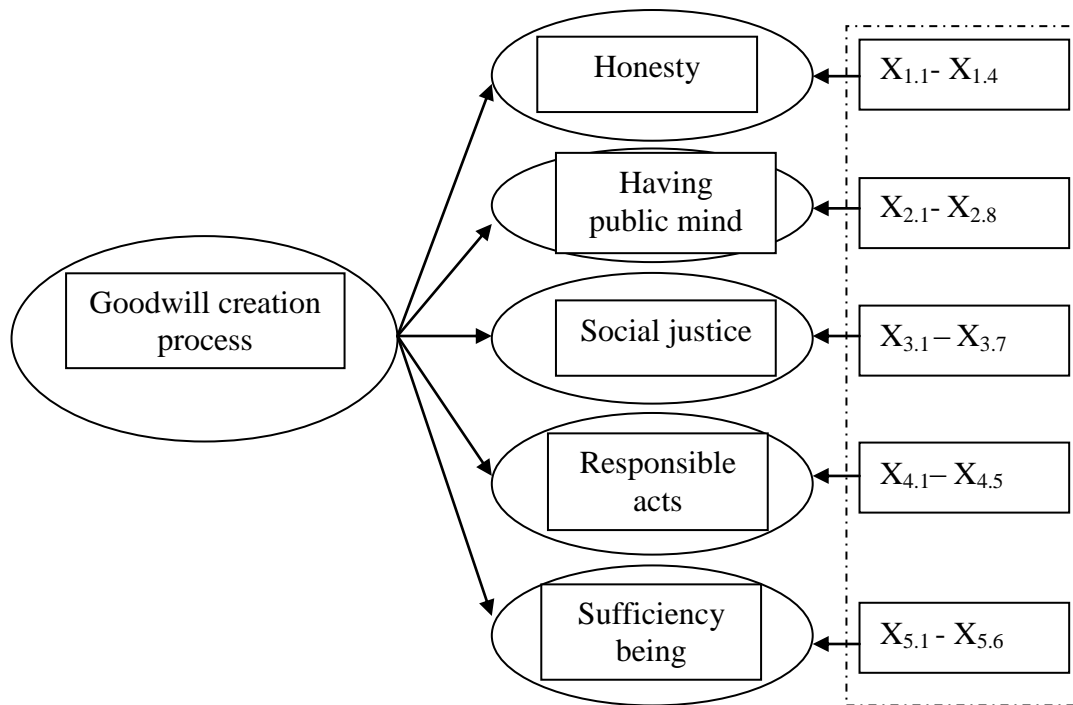
2. The conventional level (10-16 years) (medium level): The 3<sup>rd</sup> step is to do what the others like (10-13 years). The 4<sup>th</sup> step is to follow the social regulations (13-16 years).

3. The post conventional level (16 years or over) (low level): The 5<sup>th</sup> step is to do as promised (16 years or over) and the 6<sup>th</sup> step is to adhere the international ideal (adults).

### **Research conceptual framework**

The study on the process of goodwill creation for Rajabhat University students synchronizes the contents to define the conceptual framework in studying consisting of acting with responsibilities, being honest, having public mind, social justice, and in social fairness as prescribed by the Constitution of the Kingdom of Thailand (2017), Section 50 in not

cooperating or supporting any form of corruption or misconduct. It is consistent with the 5 main principles about the preparation of Thai people 4.0; self-sufficiency, discipline, public mind, and responsibilities (Sansern Kaewkamnerd, 2018). The conceptual framework in the study can be summarized as below.



## Research Methodology

**Population and samples:** The population is the students from 38 Rajabhat Universities divided into 5 regions. There are about 491,365 students (Office of the Higher Education Commission, 2017: website). The sample group is the representatives who answered the questionnaire. The simple random sampling is used by defining the quota of students in the 1<sup>st</sup> - 4<sup>th</sup> years for 5 provincial groups of 90 students each totaling 450 students. The tools are questionnaires with quality measurement, Confidence ( $\alpha$ ) = .681. The data is collected by the researcher giving the students the questionnaires for answering. When the answers are completed, the researcher collects them for validation and for the data record. The data will be entered in statistical package program for analyzing the data sequentially. The data is analyzed by using basic statistics including number, percentage, mean, standard deviation, and reference statistics which are correlative analysis, multiple regression analysis, respectively.

**Data collection:** In this research, the researcher has collected the data from studying relevant documents, concepts, theories, and researches to study the concepts, principles, and theories on the process of goodwill creation. After studying relevant documents and researches, the researcher has compiled and summarized the essence of contents for the goodwill creation process to prepare the questionnaires about the factors that affect the goodwill creation process. The coordinators of 5 groups of Rajabhat Universities are contacted for gathering the questionnaires back from the sample group of 450 respondents calculated as 100.00%. The empirical data is collected from 1,750 participants to study the components and indicators to confirm with the empirical data.

**Data analysis:** The researcher has analyzed the data from the questionnaires by using the ready-made program for social science research. The descriptive statistics are used consisting

of the frequency, percentage, mean, and standard deviation. The inferential statistics are analyzed by Stepwise Multiple Regression Analysis.

## Research Results

The goodwill creation process for Rajabhat University students is entirely in the high level ( $\bar{x} = 3.97$ ). When considering each aspect, they are all in the high level ordered from the most to the least as follows; in responsible acting ( $\bar{x} = 4.08$ ), in being honest ( $\bar{x} = 4.01$ ), in public mind ( $\bar{x} = 3.93$ ), in social justice ( $\bar{x} = 3.92$ ), and in social fairness ( $\bar{x} = 3.91$ ), respectively.

The important predicting equation of goodwill creation process reveal that the factors in public mind ( $X_2$ ), sufficiency factors ( $X_5$ ), social justice ( $X_3$ ), and in responsible acting ( $X_4$ ). The coefficients of predictors in the form of raw scores ( $b$ ) equal to 0.26, 0.20, 0.27, and 0.19, respectively. The coefficients of predictors in the form of standard scores ( $\beta$ ) equal to 0.33, 0.44, 0.39, and 0.30, respectively. The coefficient of multiple correlation ( $R$ ) equals to 0.976 has the coefficient of prediction ( $R^2$ ) equals to 0.952 and has the prediction power of 95.20. The results of analysis on the multiple regression equation, coefficients of predictors in the form of raw scores ( $b$ ), or coefficients of predictors in the form of standard scores ( $\beta$ ) affect the major variables positively with the statistical significance at level .05 ( $p < 0.05$ ). Therefore, the equation can be created with the factors affecting the dependent variables in the form of raw scores and standard scores as follows:

Equation in the form of raw scores	$Y = 0.35 + 0.26 X_2 + 0.20 X_5 + 0.27 X_3 + 0.19 X_4$
Equation in the form of standard scores	$Z = 0.33 Z_2 + 0.44 Z_5 + 0.39 Z_3 + 0.30 Z_4$

## Discussion

The goodwill creation process features for Rajabhat University students is entirely in the high level. When considering the mean ordered from the most to the least, it is found that they are in responsible acting, in being honest, in having public mind, in social justice, and in social fairness, respectively. This is similar to the study of Weerachai Khamthorn et al. (2016: 145-454) and is correspondent with the research of Winai Meunrak and Nopparat Chaieaung (2014: 53-64) studying the morality and ethics of the students of Phrom Khiri Industrial and Community Education College under the supervision of Nakhon Si Thammarat Vocational Office. The research results reveal that the morality and ethics of the students of Phrom Khiri Industrial and Community Education College under the supervision of Nakhon Si Thammarat Vocational Office were entirely in the high level. Phra Kru Prachote Chanthawimon (Nam Chanthachoto) (2012: 76-84) conducted the research on the promotion of morality and ethics of the students of Nawamintharachinuthid Horwang Nonthaburi School, Pakkret District, Nonthaburi Province. The results of analysis on the data about the promotion of morality and ethics of the students of Nawamintharachinuthid Horwang Nonthaburi School, Pakkret District, Nonthaburi Province by finding the mean ( $\bar{x}$ ) and the standard deviation (S.D.) revealed that the promotion of morality and ethics of the students of Nawamintharachinuthid Horwang Nonthaburi School, Pakkret District, Nonthaburi Province, was entirely in the very high level ( $\bar{x} = 3.90$ ). Witthaya Rattanayomcngamdee (2010: 64-76) conducted the research on the operation of ethics for the students of small schools under the supervision of Office of the Chiang Mai Education Service Area 6, Mae Chaem District, Chiang Mai Province. It is found that the operation is the highest (98.03%). The factors affecting the goodwill creation process for Rajabhat University students are the factor of having public mind ( $X_2$ ), factor of sufficiency being ( $X_5$ ), factor of having social justice ( $X_3$ ), and factor of responsible acting ( $X_4$ ). The prediction power is 95.20. It can create the equation of factors affecting the dependent variables in the form of standard scores as follows:  $Z = 0.33 Z_2 + 0.44 Z_5 + 0.39 Z_3$

+ 0.30 Z<sub>4</sub>. This is correspondent with the concept for helping creating the good people for the country of Moral School of Foundation of Virtuous Youth (2017: 15) on the methods to achieve the morality which is the identity of the schools such as creating the morality project, being the good model, arranging the environment facilitating the moral development, etc.

## Recommendations

Firstly, the study reveals that the factor that affects the goodwill creation process is sufficiency being. Therefore, the sufficiency living should be cultivated among the students because the sufficiency will help students reduce the excess of life or the greed. The morality which will follow automatically is discipline, patience, and honestly in pursuit of sufficiency economy principle. At the same time, it will help being sacrificed and merciful to the others. Secondly, the morality and the ethics should be raised in the institutes. The family institute is the important institute in raising the morality and the ethics to the students. Especially, the parents should have time for the students to be developed more. Although it is known well that at present living must compete with several things, in developing the students to become the people with morality and ethics, the parents are necessary to provide time for the students to talk, eat, or do other activities altogether. The academic institute is the crucial institute in raising the morality and ethics to students especially in the issues that the teachers have to warn or punish the students who commit the offense or disobey to the teaching. The institutes must encourage the students to participate in doing the activities for public benefits as well as training the students to know to sacrifice. The academic institutes must not only give the academic knowledge but must raise the morality and ethics to the students altogether for the students to have knowledge, competence, morality and ethics.

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