

## A Proposed Policy for the Effective Research University

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### Abstract

Research for development policy for the Effective Research University used the principle of policy research divided into three stages: 1) the synthesis document 2) Interviews of experts and 3) focus group discussion. Target groups include administrators, faculty member and university researchers. Research tools were documentary analysis questionnaires and the focus group form. The analysis and interpreted data were performed by content analysis.

Research findings of Leading Research University with international quality and standards as importance goal which requires challenge strategies aimed to integrative change as follows, preparing personnel together, determine the faculty strategies to support personnel and researchers, using a variety of research products, creative works develop into applied research and development research and create system and mechanisms of intellectual property to develop into commercial applications continuously. Establishing research fund to motivate faculty members researchers and graduate students for knowledge technologies to be utilized and satisfy the needs of local and nationally. Knowledge management of the experiences of a senior researcher, support the teaching and learning process by using the study as a base by integrating research and teaching at both the subjects and courses including the use of research-based knowledge to manage the process of decision making, planning, implementation, monitoring and evaluation and improvement work. Support for research and transfer research to the public focus on professional development and quality of life as well as the base for the development of networking and knowledge sharing. Awards and recognition/reward and honor researchers and research institution with outstanding performance in research and innovation to accelerate the strengthening of research integration, towards self-reliance build competitiveness and social guides.

**Keywords:** Research university; Students; Research and development; Policy

### Introduction

This paper aims to present the policy research. Synthesis data so that the dissemination of research would be clear to both of national and international scholars. Higher education development in Thailand was expanded its context very much. The challenge of Thai Higher Education System was the development of university which would lead to overcoming the crisis problem for excellent quality in higher education expected in future: to make the product and outcome of Educational Management in higher education be satisfied by students, people, society as stakeholders [1]. The government to establish emergent policy for the Office of Higher Education Commissions to emergently develop National Research Universities into International level in order to encourage Thailand to be the center of studying the Research and Development as well as Training/academic conference in Regional level. Those policies were congruent with long range 15 years in Higher Education Framework Plan, 2nd Issue (2008-2022) including guidelines for classifying Thai Universities into 4 groups as: 1) the Research University and Graduate Study College, 2) the Science and Technology University and Comprehensive University, 3) the four years University and Art University, and 4) the Community College.

Problematic issues for the Research University. The universities are facing an obstacle or restriction of a development, research and development led to a research university and faculty shortages in both

quantity and quality. The mission of research and innovation less than the teaching mission. Budget and personnel support research and innovation is not enough.

Throughout the atmosphere and environmental factors advocating to the research. To achieve answers to these questions should use the technique of research policy for targeted policies, strategies and plans for the development of a research university of Khon Kaen University [2]. What is the composition and it should be? The promotion of a national research university should have to do.

The importance of researchers in solving the research problem to contribute to the strategic direction, policies and measures taken to make the faculty and staff of the agency is keen to develop self-awareness. Creative learning process to create an organization or network geared towards leadership Khon Kaen University to become a research university [3]. This will be leading to an impulse or a quest for a solution increase strategy to lead into the intellectual Khon Kaen University of university research.

Key principles and conditions of the problems, researcher was interested to study policy recommendations for Research University to be an effective research. Using data from the organization department and target audience synthesized locate component throughout the system model of policy universities research and the results of this research will be useful to organization related entities can apply an effect of such research and development departments to improve the effectiveness and efficiency.

## Research Objectives

To develop policy recommendations towards the effectiveness university research.

## Research Methodology

Researchers performed by the policy research consists of three phases:

Phase 1: research to prepare the draft strategy and mechanism to propel successful research of Khon Kaen University by documentary study include a statement announcing the annual report [4], strategic plan documents published and related research.

Phase 2: investigate the feasibility and acceptance the draft strategy and mechanism to drive the success by in-depth interviews from the experts in strategic management, 5 university council members 10 senior executives of 17 cases and 34 staff distributed according to the various.

Phase 3: validation for confirmation as conference workshop with stakeholders, including representatives of parents, administrators, faculty, staff, students and alumni.

## Research Findings

The composition of university research include of 3 main components and 12 elements.

The first key components of output/results (output/outcomes) consists :research or creative work that has been published in national and international level per the professors and researchers, research or creative works be utilized, papers that have been referenced in national or international journals and research or creative work that has been registered patents or petty patent.

The second major component of the research environment (environment) consists: project funded research or creative work that both from within and outside the institution, professors and researchers to produce research and creative and a continuous atmospheric research.

The third major components to be regarded in research (esteem) consists: professors and researchers were awarded for research or creative work per professors and researchers, the total of H-Index first 3 per professors and number of researchers as project leader for integrated research.

## Strategic challenges to become research university

Supporting personnel and researchers to creation of research has accordance with their potential of knowledge and ability to contribute to development of learning and teaching and support the mission of the Faculty/Institute. To promote research specializing accordance with their potential of knowledge and ability of staff or researchers. Including basic research to applied research to support the development of research and development. Provide for planning, resource management, research together, value and efficiency in the conduct of research. The management system is powerful enough funding research on academic research. The flexibility in managing research funding, established part of the management and support the implementation of specialized research or a series of research projects, the effectiveness of research at national and international level

including the establishment of innovative research center that will arise in the future based on the needs of society and the country.

Support basic and applied research which corresponds to the national strategic research in various disciplines. To create knowledge for the development of strengthened academic interdisciplinary support research projects or research integration to create new body of knowledge. Creating competitive advantage the solution poverty as well as strengthening the economic, social and technology for sustainable development of the Northeast. Support the teaching and learning process through the use of research base by integrating research and teaching at both the subjects and courses. Support research and convey to the public for professional development and quality of life as well as the base for the development of networking and create knowledge sharing. Support research on the development of knowledge, technology and innovation from research to extend the results to commercial utilization and intellectual property.

Supporting to lecturer and researchers create quality research to create new body of knowledge. Applied research and technology transfer for be used and capped for commercial and creating competitive edge and social cues. Development of research and research information provided is current and responsive to the needs of teachers, researchers and users of research results effectively. Database researchers specialized to carry out research and urgently the crisis of the country. Planning personnel development academically and research have the potential to produce consistently high quality supporting research published in academic journals, national and international presence in international databases including support for publishing papers in the national and international level appropriately and consistently. Create an atmosphere and environment that supporting fundamental research involved enough especially in the promotion of staff of the university to be strengthened and effect on quality, such as laboratory equipment and tools, utilities and so on. Development and evaluation process to measure research productivity outcome/impact and presented to the dissemination and utilization. Coined/Award and honor the researchers and research organizations that have for outstanding performance in research and innovation.

## Policy system for the effective research university

The important goal is to develop Khon Kaen University to become one of the top universities of the region and the excellent research universities in the country. The University has defined goal of the overall management of campus are three main issues. 1) accredited quality and ranking international and universal 2) has good corporate image and reputation as a specialist national and international level and 3) administered by the principles of good governance. The successfully synthesized policy-oriented research university system to the powerful (Policy System for the Effective Research University) can be described as follows (Figure 1).

The key success factors of policy system to the research university effectiveness should be integrated through the four key elements, namely 1) Green Campus 2) Smart Learning 3) Excellent Research and 4) Learning Outcome, the aimed to achieve successful outcome.

Graduates of the University are endowed with WITTAYA is the knowledge of good, CHARIYA is well behaved and PANYA is brilliance of the Education and considered good.

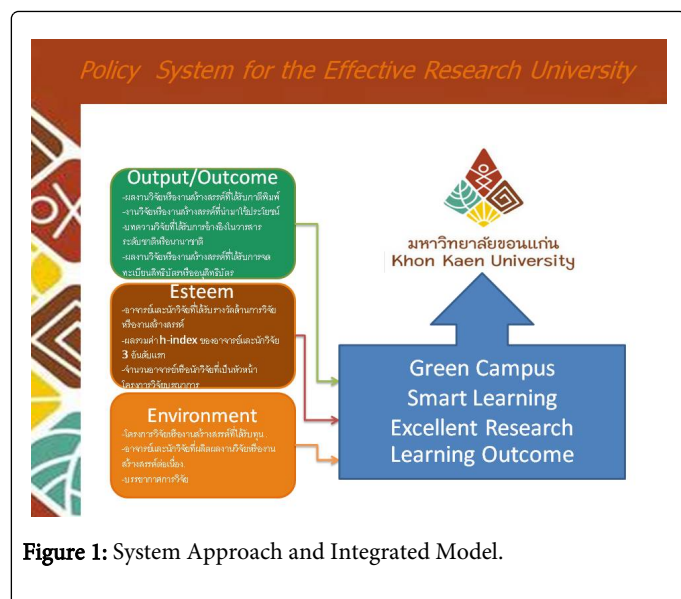


Figure 1: System Approach and Integrated Model.

According to the above research findings, the researcher viewed that in order to provide strategies and mechanisms to drive to success as a result of research studies, to be accepted, put into efficient and effective practice, Khon Kaen University should create “Participatory Working Climate and Culture” to accomplish the sustainable research university to be occurred with the administrators and practitioners in different levels truly and extensively.

## Discussion

According to research findings, found that the strategic issues gave an importance for preparing readiness of staffs from every division or section, to collaborate in determining strategies for implementation in each school/budget year, stimulated the research output/outcome as well as creative work for disseminating and utilizing the research findings efficiently, and brainstorming for putting the system as well as mechanism in using intellectual asset to develop the commercial work more by seeing an importance in registering patent or mini patent. Owing to reasons caused by the changes in economic, social, and environment aiming to self-reliance, professional network, and long lasting happiness. So, it was research output/outcome relevant to objective as well as characteristic based on long plan framework, Khon Kaen University 2009-2024 specifying direction for developing Khon Kaen University in the long run for being congruent with direction of changes and development of higher education of the country as well as the world in future in order to be relevant to context of changes in both of Thai and Global Society (Work Planning Department, Khon Kaen University, 2008). It was also supported by Marakas [5] statement that: Universities 21st Century are the leading global network of research-intensive universities, working together to foster global citizenship and institutional innovation through research-inspired teaching and learning, student mobility, connecting our students and staff, and wider advocacy for internationalization. In the research environmental condition, and esteem from research findings focusing on development of structure, research management system for constructing body of knowledge, technology, and innovation to be useful by emphasizing the excellence, serving to the needs of local and

community, constructing and developing the high potential researcher in universal level through process of Learning management as well as senior researchers’ experience. It also included the environmental encouragement in research and development which might be due to Educational Quality Assurance System [6]. The Educational Work Offices belonged to public sector or private sector in the present, gave an importance to the number of disseminated research studies or creative work in stage of academic seminar or article with impact factors in universal level. It was supported by standard criterion from both of THE-QS University Rankings (2010), and World University Rankings (2004). According to the above research findings, the researcher viewed that in order to provide strategies and mechanisms to drive to success as a result of research studies, to be accepted, put into efficient and effective practice, Khon Kaen University should create “Participatory Working Climate and Culture” to accomplish the sustainable research university,” to be occurred with the administrators and practitioners in different levels truly and extensively.

## Suggestions

- Recommendations based on findings. The Administrators from both of the university council and the university should pay attention to, and continue to support for development of structure, research management system for constructing body of knowledge, technology, and innovation to be useful by emphasizing the excellence, serving to the needs of local and community, constructing and developing the high potential researcher in universal level through process of Learning management.
- The research strategies that focuses on the involvement of the university administration at all levels to set a research strategy of the research university, university faculties/departments, including strategic planning and project-driven research universities the empirical was actually.
- The research strategies that focus on improving organizational high performance management research in management Research University or meet strategic research mission and goals of the university.
- Strategies to strengthen the morale of personnel, research and creative work. The research results academic performance inventions and innovations that led to the development of society and the nation. In particular the solution important both public, private and social sector.

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