JOB SATISFACTION OF NATIVE CHINESE TEACHERS (NCTs) IN HIGHER EDUCATION INSTITUTIONS IN BANGKOK METROPOLIS AND VICINITY

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A THESIS SUBMITTED IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF EDUCATION (EDUCATIONAL MANAGEMENT) FACULTY OF GRADUATE STUDIES MAHIDOL UNIVERSITY 2013

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ABSTRACT

The purposes of this research were to examine the level of job satisfaction of native Chinese teachers (NCTs) and to compare the effect of different demographic factors on job satisfaction of NCTs in higher education institutions in Bangkok Metropolis and Vicinity.

This research was conducted by using quantitative and qualitative methods. The population was 194 NCTs in 33 higher education institutions in Bangkok Metropolis and Vicinity. A descriptive survey was carried out with 183 NCTs who account for 93 percent of the population and interview was conducted with 8 randomly selected NCTs. The research instruments were job satisfaction questionnaire and interview guideline. The data were analyzed by descriptive and inferential statistics such as independent t-test, one-way ANOVA, and content analysis.

The research findings indicated that the overall job satisfaction was rated as high. Though the overall job satisfaction was high, but within the 12 factors of job satisfaction, 4 factors such as advancement, senior management, salary, and job security were rated at a moderate level. Only gender, educational level, and monthly income had a statistically significant difference on job satisfaction.

The findings of this research provided information for the president or dean of institutions to reconsider the quality of working life of NCTs. The research also attempts to improve NCTs' job satisfaction by assisting institutions' presidents, deans, and personnel to create appropriate strategies to retain NCTs in higher education institutions in Bangkok Metropolis and Vicinity.

KEY WORDS: JOB SATISFACTION/ NATIVE CHINESE TEACHERS/ HIGHER EDUCATION INSTITUTIONS/ BANGKOK METROPOLIS AND VICINITY

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