

A Study of Using TNI Core Values “KM-HR-HoP” of First Year Undergraduate TNI Students

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Abstract

The purposes of this research were 1) to study using of TNI core values “KM-HR-HoP” of first year undergraduate TNI students and 2) to gather opinions and suggestions concerning TNI core values “KM-HR-HoP” of TNI students.

Research samples were 322 first year undergraduate students at Thai-Nichi Institute of Technology in 2016 academic year, derived through simple random sampling technique. The instruments used for gathering the data were the rating-scale and open-ended questionnaire. The statistics used for analyzing the data were frequency, percentage, mean, standard deviation, and content analysis.

Research findings were as follows:

1. TNI students had a high level of TNI core values “KM-HR-HoP” using, when considered in each aspect. It was found that *Kaizen, Monodzukuri, Hansei, Respect, and Honest* were at high level. For *Public Interest*, it was at moderate level.
2. TNI students had various suggestions such as; the six essential TNI core values should be advised in the classroom; public interest should be promoted in Thai society to support students in considering the importance of public interest.

Key words: *TNI Core Values, KM-HR-HoP Japanese Style*

Introduction

Thai-Nichi Institute of Technology has an uncompromising commitment to develop graduates for quality and potential. In order to have the expertise in the field of foreign language proficiency, the graduates can develop about a virtuous, ethical, responsible and socially responsible graduate. It is a potential human resource that is internationally competitive and a key contributor to the development of the country, especially the Thai industrial sector.

In instructional management, TNI maintains Monodzukuri as a guideline for teaching and learning in all disciplines so that students have the skills of the hard skills of each subject along with the skills. Moreover, social skills (soft skills) such as a language skill, a communication skill, teamwork a discipline, punctuality, and a reputation are significant.

There are six popular way of teaching to enhance the behavior and characteristics of the TNI graduates to be outstanding under the concept of "KM-HR-HoP", which consists of *Kaizen, Monodzukuri, Hansei, Respect, Honest, and Public Interest*. Furthermore, Bandhit Rojarayanont (2016) advocated that the essential core values which used in cultivating to students' idea called the TNI Core Values (KM-HR-HoP) as following;

1. KAIZEN (Continuous improvement)
2. MONOZUKURI (Being able to think and do by oneself)
3. HANSEI (Self-Reflection means considering and improving oneself first)
4. RESPECT (Honor yourself and others)
5. HONEST (Sincere, not corrupt, not take advantage of others)
6. PUBLIC-INTEREST CONSCIOUS (Awareness to public interest).

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In addition, using TNI core values is important to develop the students to have more responsibilities to oneself and to others in society. However, the TNI students need to have the aims in learning which motivation in learning is a main key to approach to the targets (Edge, 1993). Thus, motivation emphasizes basic human need, which is replaced by 'goal' in the current research. It is like an inspiration to drive the process of successful action (Dornyei, 2001).

In conclusion, the researcher created a questionnaire to gather opinions the TNI students about TNI core values and application this method in daily life of undergraduate student at TNI in 2016 academic year and the results derived from research will be guideline in improvement and development instruction and learners' development in next occasions.

Research Purposes

- 1) to study using of TNI core values "KM-HR-HoP" of first year undergraduate students
- 2) to gather opinions and suggestions concerning TNI core values "KM-HR-HoP" of TNI students.

Methodology

Population and Samples

This research was to study using of TNI core values "KM-HR-HoP" of first year undergraduate TNI students in six aspects: Kaizen, Monodzukuri, Hansei, Respect, Honest, and Public Interest which consisted of population and sample as follows:

Population of this research was 2,000 TNI students in 3 faculties; Engineering, Information Technology, and Business Administration in 2016 academic year.

Samples of this research were 322 TNI students derived through Simple Random Sampling technique.

Instrumentation

The instrument used in this study is a questionnaire. The questionnaire was constructed by the researcher, based on six TNI core values "KM-HR-HoP" of first year undergraduate students. This research questionnaire was used to identify six TNI core values; Kaizen, Monodzukuri, Hansei, Respect, Honest, and Public Interest of the undergraduate students at Thai-Nichi Institute of Technology. In addition, this questionnaire was employed as a research instrument for data collection based on an ordinal-scale measurement of six TNI core values of Thai-Nichi Institute of Technology students.

The first part (Part 1) of this questionnaire asks for the demographic information on their genders and faculties. Part 2 deals with six TNI core values used by Thai-Nichi Institute of Technology students.

The third part (part 3) asks for more suggestions and opinions of TNI undergraduate students about six TNI core values which based on opened end questions.

Data Collection

Using six TNI core values "KM-HR-HoP" of Thai-Nichi Institute of Technology students was accessed through the questionnaire in 2016 academic year.

The administration of the research questionnaire was conducted in languages classes. Part 1 concerns the demographic variables about their genders and faculties. The 30 items of Part 2 covers six TNI core values of Thai-Nichi Institute of Technology students. Therefore,

the participants were requested to consider each item carefully and indicate how important each item was for their study. A total of 322 TNI students from the 3 faculties completed the questionnaires.

Data Analysis from Questionnaire

Data analysis from questionnaire both single item and whole questionnaire which presented a form of rating scale. These rating scales were calculated to find out mean and standard deviation and then translated based on criteria developed by Best (1977) as follows:

1.00 $\leq \bar{x} < 1.50$ refers to TNI students use six TNI core values “KM-HR-HoP” at the lowest level.

1.51 $\leq \bar{x} < 2.50$ refers to TNI students use six TNI core values “KM-HR-HoP” at low level.

2.51 $\leq \bar{x} < 3.50$ refers to TNI students use six TNI core values “KM-HR-HoP” at moderate level.

3.51 $\leq \bar{x} < 4.50$ refers to TNI students use six TNI core values “KM-HR-HoP” at high level.

4.51 $\leq \bar{x} < 5.00$ refers to TNI students use six TNI core values “KM-HR-HoP” at the highest level.

The statistics used for analyzing the data

The collected data was analyzed using computer program. The statistics used for analyzing the data were frequency, percentage, mean, standard deviation, and content analysis.

Results

Results of Data Analysis

Phase 1: The results of demographic variables of TNI undergraduate students.

The analysis of the data from the student questionnaire reported by TNI undergraduate students in the 2016 academic year was presented in the first section deals with the demographic variables from the students’ responses to Part 1 of the questionnaire: genders and faculties as following table.

Table 1: Table of the results of demographic data of respondents

Demographic data of respondents	n	Percentage
1. Gender		
1.1 male	149	46.27
1.2 female	173	53.73
Total	322	100
2. Faculty		
2.1 Engineering	105	32.60
2.2 Information Technology	98	30.43
2.3 Business Administration	119	36.95
Total	322	100

Table shows that the percentages of the TNI undergraduate respondents in gender ranged from 53.73 % for female and 46.27% for male; in faculty ranged from 36.95% for Business Administration, 32.60% for Engineering and 30.43% for Information Technology.

Phase 2: The results of six TNI core values “KM-HR-HoP” of Thai-Nichi Institute of Technology students

Table 2: Table of mean and standard deviation of using six TNI core values “KM-HR-HoP” of Thai-Nichi Institute of Technology students in each aspect and in total

Components	N	\bar{x}	S.D.	Level
1. Kaizen	322	4.44	0.71	high
2. Monodzukuri	322	4.31	0.69	high
3. Hansei	322	4.39	0.73	high
4. Respect	322	4.25	0.75	high
5. Honest	322	3.99	0.89	high
6. Public Interest	322	3.34	0.92	moderate
Total	322	4.12	0.78	High

The table above indicated that TNI students had using TNI core values “KM-HR-HoP” at high level (\bar{x} = 4.12) when considered in each aspect. It was found that *Kaizen*(\bar{x} = 4.44), *Monodzukuri*(\bar{x} = 4.31), *Hansei*(\bar{x} = 4.39), *Respect*(\bar{x} = 4.25), and *Honest*(\bar{x} = 3.99) were at high level. For *Public Interest* (\bar{x} = 3.34), it was at moderate level.

Phase 3: The results of study opinions and suggestions about using six TNI core values “KM-HR-HoP” of Thai-Nichi Institute of Technology students

Table 11: Table of frequency and percentage of number of opinions and suggestions about using six TNI core values “KM-HR-HoP” of Thai-Nichi Institute of Technology students

Opinions and suggestions	n	Fre.	%
Using TNI core values “KM-HR-HoP”	65		
Opinions	15		23.07
1. Learning by using Monodzukuri is essential for students at TNI.		7	10.76
2. Respect is the good etiquette for Thai and Japanese culture.		4	6.15
3. Hansei is the best method for revision about students’ false.		3	4.61
4. Being a student at TNI gains a lot of knowledge and various cultures.		1	1.53
Suggestions	50		76.93
1. The six essential TNI core values should be advised in the classroom.		18	27.69
2. Public interest should be promoted in Thai society to support students in considering the importance of public interest.		15	23.07
3. Honor should be applied in Thai culture to promote Thai characteristics.		10	15.38
4. Learning by practicing should be employed in higher education level more and more.		5	7.69
5. Kaizen should be trained with students from primary level to tertiary level.		2	3.07

The table showed that TNI students have opinions and suggestions in six TNI core values “KM-HR-HoP” of Thai-Nichi Institute of Technology students as following:

1. In using six TNI core values “KM-HR-HoP” of Thai-Nichi Institute of Technology students, it revealed that the answers of 65 students were divided into 2 categories which were opinions and suggestions; 15 students (23.07%) and 50 students (76.93%) respectively. *Learning by using Monodzukuri is essential for students at TNI* was equal to 10.76% (7 students); *Respect is the good etiquette for Thai and Japanese culture* 6.15% (4 students); *Hansei is the best method for revision about students' false* 4.61% (3 students); *Being a student at TNI gains a lot of knowledge and various cultures* 1.53% (1 students).

Suggestions from 50 students (76.93%) were, *The six essential TNI core values should be advised in the classroom* 27.69% (18 students); *public interest should be promoted in Thai society to support students in considering the importance of public interest* 23.07% (15 students); *Honor should be applied in Thai culture to promote Thai characteristics* 15.38% (10 students); *Learning by practicing should be employed in higher education level more and more* 7.69% (5 students); *Kaizen should be trained with students from primary level to tertiary level* 3.07% (2 students).

Conclusion

According to the study and data analysis, the result of this study was concluded as follows.

Phase 1: The results of demographic variables of TNI undergraduate students.

The percentages of the TNI undergraduate respondents in gender ranged from 53.73% for female and 46.27% for male; in faculty ranged from 36.95% for Business Administration, 32.60% for Engineering and 30.43% for Information Technology

Phase 2: The results of using six TNI core values “KM-HR-HoP” of Thai-Nichi Institute of Technology students

TNI students used TNI core values “KM-HR-HoP” at high level ($\bar{x}= 4.12$) when considered in each aspect. It was found that *Kaizen*($\bar{x}= 4.44$), *Monodzukuri*($\bar{x}= 4.31$), *Hansei*($\bar{x}= 4.39$), *Respect*($\bar{x}= 4.25$), and *Honest*($\bar{x}= 3.99$) were at high level. For *Public Interest* ($\bar{x}= 3.34$), it was at moderate level.

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Discussion

According to the study and data analysis, the results of this study could be discussed as follows.

The result of using six TNI core values “KM-HR-HoP” of Thai-Nichi Institute of Technology students was at high level. In this way, it might be because TNI students used TNI core values “KM-HR-HoP” in order to the policy of the TNI president who campaigned about the six TNI core values from the beginning of being first year students at TNI. According to Bandhit Rojarayanont (2016), who advocated that the TNI students should follow these principles: KAIZEN (Continuous improvement); MONOZUKURI (Being able to think and do by oneself); HANSEI (Self-Reflection means considering and improving oneself first); Respect (Honor yourself and others); Honest (Sincere, not corrupt, not take advantage of others); and Public-interest conscious (Awareness to public interest).

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Bio Data

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