

แบบประเมินบทความวิจัย
การประชุมวิชาการระดับชาติ “การศึกษาเพื่อพัฒนาการเรียนรู้ ครั้งที่ 3” ประจำปี 2562
วันศุกร์ที่ 31 พฤษภาคม 2562
ณ คณะครุศาสตร์ มหาวิทยาลัยราชภัฏสวนสุนันทา กรุงเทพมหานคร

1. ชื่อบทความ (ภาษาอังกฤษ) : ควรหลอมรวมชั้นปีที่ 3 ในชื่อเรื่อง

2. หัวข้อการประเมินบทความ

รายการประเมิน	ผลการประเมิน		ข้อคิดเห็น / ข้อเสนอแนะ
	ผ่าน/แก้ไข	ไม่ผ่าน	
1. บทคัดย่อ	-	-	-
2. Abstract	✓		ให้แก้ไขเป็นนักศึกษาชั้นปีที่ 3 มี 1 แห่งระบุเป็นชั้นปีที่ 4 ผู้วิจัยต้องการใช้คำให้แตกต่าง ซึ่งโดยปกติควรใช้คำให้สอดคล้องกันตลอดทั้งบทความ
3. บทนำ	✓		ให้เพิ่มแหล่งอ้างอิงทางวิชาการ ระบุเหตุผลความจำเป็นในการศึกษากับนักศึกษาชั้นปีที่ 3
4. วัตถุประสงค์การวิจัย	✓		ตัดที่ไม่จำเป็นออก เช่น กรีนนำ และให้พิจารณาการใช้คำ/ข้อความ หัวข้อ อาทิ Scope..... Benefits..... อาจไม่ต้องเสนอ การทบทวนวรรณกรรม ปรับให้กระชับ อาจเลือกที่เกี่ยวข้องหรือนำมาใช้ในการวิจัยเป็นสำคัญ
5. สมมติฐานการวิจัย (ถ้ามี)	-	-	-
6. วิธีดำเนินการวิจัย		✓	ให้ระบุค่าความเที่ยงตรง/ความตรง ความเชื่อมั่นของเครื่องมือที่จะวัดความสามารถด้านการเขียน และเจตคติต่อการการเขียน จดหมายสมัครงาน ลักษณะของแบบวัดเกี่ยวกับความสามารถในการเขียนเป็นอย่างไร เพราะที่ตาราง 4 ผลการวิจัย ทราบเพียงคะแนนเฉลี่ยและความหมายคืออะไร แปลผลว่าอย่างไร เกณฑ์การแปลผลมีหรือไม่ เป็นต้น การวิเคราะห์ระบุว่าจะใช้ graph form แต่ผลการวิจัยไม่ปรากฏ นอกจากนี้มีการใช้ค่าเฉลี่ยและการแปลผลที่ตาราง 3 และ 4 ดังนั้นขอให้ระบุสถิติที่จะใช้ให้ครบถ้วน โดยปกติเมื่อหาค่าเฉลี่ย ก็ควรหาค่าส่วนเบี่ยงเบนมาตรฐานด้วย ให้เพิ่มเกณฑ์การแปลความหมายของค่าเฉลี่ยของการวัดเจตคติ (ซึ่งมีการดำเนินการที่ตาราง 5) ภาพรวม ให้ทบทวนและตรวจสอบวิธีดำเนินการวิจัยให้ถูกต้องและชัดเจนเพราะส่วนนี้จะทำให้ทราบถึงกระบวนการในการกำหนดประชากร/กลุ่มเป้าหมาย เครื่องมือในการวิจัย การเก็บข้อมูลและการวิเคราะห์ข้อมูล

รายการประเมิน	ผลการประเมิน		ข้อคิดเห็น / ข้อเสนอแนะ
	ผ่าน/แก้ไข	ไม่ผ่าน	
7. ผลการวิจัย	✓		ส่วนเกริ่นนำของผลการวิจัย ตรวจสอบการใช้คำ/ข้อความ ให้ถูกต้องของการเขียนบทความวิจัย เพิ่ม Total ของตาราง 3 และตาราง 4 พร้อมทั้งแปลความหมายของตัวเลขที่วิเคราะห์ได้ต่อท้ายคอลัมน์ทางขวา ไม่ปรากฏการใช้ Pie chart (ได้ตาราง 3) เช่นเดียวกับคำอธิบายได้ ตาราง 4 ให้ตรวจสอบคำ/ข้อความให้ถูกต้องตามการเสนอของบทความนี้ การอธิบายได้ตาราง 5 ควรเขียนให้ชัดเจนว่าคืออะไร โดยสรุปจากข้อความซึ่งผู้วิจัยได้จัดเป็น 3 กลุ่มตามที่เสนอ กล่าวคือให้สรุปในเชิงเปรียบเทียบหรือเปรียบเทียบต่างตามผลการวิเคราะห์
8. สรุปผลการวิจัย	✓		ควรสรุปผลการวิจัย Conclusion ตามวัตถุประสงค์การวิจัยโดยเสนอเป็นข้อ ๆ (งานวิจัยนี้มี 2 ข้อ)
9. อภิปรายผล	✓		ควรเขียนอภิปรายตามข้อสรุปผลการวิจัย เพื่อให้เห็นความเกี่ยวข้องและเชื่อมโยงข้อค้นพบต่าง ๆ อันจะนำไปสู่การแสดงความคิดเห็นของผู้วิจัยได้อย่างสร้างสรรค์ต่อไป
10. ข้อเสนอแนะ	✓		แนะนำให้ตัดข้อ 3 ออก เพราะเป็นบ่งชี้ถึงจุดอ่อนของการทำวิจัยนี้ ที่เก็บข้อมูลไม่ครบทุกมิติ
11. เอกสารอ้างอิง	✓		จัดระบบการเขียนอ้างอิงให้ถูกต้อง
12. องค์ความรู้ใหม่และคุณค่าทางวิชาการ	✓		กรณีที่เขียนอภิปรายได้ชัดเจนและลุ่มลึก ผู้วิจัยจะพบบ่องค์ความรู้ที่มีคุณค่าต่อการพัฒนาและส่งเสริมนักศึกษาได้ (ซึ่งในอภิปรายผู้วิจัยก็ได้กล่าวถึงแล้ว)
13. ความถูกต้องตามรูปแบบ (Template)		✓	ควรปรับปรุงเพราะการจัดระบบที่เสนออยู่นี้ เช่น การเว้นระยะบรรทัดขนาดตัวอักษร การเขียนอ้างอิงในเนื้อหา เช่น ไม่เขียนวงเล็บซ้อนวงเล็บ ระบบการเขียนรายชื่อที่ผู้วิจัยอ้างอิงควรเป็นแบบเดียวกัน อาทิจะใช้ นามสกุล ค.ศ. เป็นต้น

ผลการพิจารณาของผู้ทรงคุณวุฒิ

- ☐ 1) บทความผ่านเกณฑ์โดยไม่ต้องแก้ไข
- ☒ 2) บทความผ่านเกณฑ์และแก้ไขตามข้อเสนอแนะ
- ☐ 3) บทความไม่ผ่านเกณฑ์

*International
Study
Title*

A Study of Relationship between the Desire to Work for Multinational Corporations and the Writing of Job Application Letters: A Study of the Third Year Students at Rattana Bundit University in Bangkok

Abstract

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writing
information*

The research investigated the desire to work for multinational corporations and the effectiveness of writing a job application letter of the third year students in academic year 2018 of the Faculty of Aviation Business Management, Tourism Management and Hotel Management, Rattana Bundit University. The study focused on the desire to work for multinational corporations and the ability to write a job application letter. The questionnaires were used to collect data. The data analysis was presented in both descriptive statistics and table chart. There were 223 respondents in both male and female who are fourth year students in academic year 2018 of the Faculty of Aviation Business Management, Tourism Management and Hotel Management, Rattana Bundit University. It was found that there was a link between the desire to work for multinational corporations and the ability of writing a job application letter, and the study also revealed their writing problems such as the lack of grammar knowledge, the latter format, and the use of appropriate words.

Therefore, even there was a relationship between the desire to work for international companies and the ability to write a job application letter, the participants still had the problems of writing. The recommendation was the further studies should be the investigation on the correlation between the desire to work for multinational corporations of Thai students compared with private and public universities.

Keywords: Job application letter writing, Desire, Multinational corporations

Introduction

In recent years, being able to communicate in English has been one of the most significant requirements that all student applicants who like to get a good job should be aware of how to write an effective letter of application. Thereby, it is inevitable to say that a job application letter is used as a tool to introduce the student applicant himself to recruiters. Basically, the letter states purpose, related experience, willingness and qualifications of each student applicant to influence the potential employer that the job seeker is suitable for the

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job comparing to other applicants. To be able to write a good letter of application, the student applicant needs skills to reach the aim of effective communication. In addition, good writing skill demonstrates the applicants' intelligence and credibility. In doing so, the applicants are to make themselves stand out from others by providing their prospective employers written communication skills.

In the Thai context, Thai students who learn English as a foreign language are facing the problem when applying for a job so the researcher would like to investigate the desire to work for multinational corporations and the effectiveness of writing a job application letter of the third year students in academic year 2018 of the Faculty of Aviation Business Management, Tourism Management and Hotel Management, Rattana Bundit University. This could also serve as a reference for instructors and syllabus designers to improve the situation of English language teaching with respect to desire to work for multinational corporations.

Objectives of the Study

This research was conducted to investigate and analyze the desire to work for multinational corporations and the effectiveness of writing a job application letter of the third year students in academic year 2018. The objectives are as follows:

1. To study the connection between two factors: (1) the desire to work multinational corporations and (2) the ability of Thai applicants to write job application letters.
2. To identify the factors which Thai applicants need to improve when they write a job application letter.

Scope of the Study

This research was designed by using questionnaires that are divided into three parts. The first part included information about the background information of the third year students in the academic year 2018 of the Faculty of Aviation Business Management, Tourism Management and Hotel Management, Rattana Bundit University. The second part was the ability test. The last part was about the attitude test. There were 223 of the third year students in the academic year 2018.

Benefits of the Study

It is true that being able to write a good application letter is important for those who are about to graduate from the university, for newly graduated applicants and for unemployed applicants or everyone. The job application letter itself provides the qualification and information, which the applicants need include to be successful in writing letter. Thereby, this research will be benefit as follow:

1. The study will underline the problems of Thai students who are supposed to write a job application letter.
2. This study can be used as a guideline for further studies related to the English field. The study will also provide information, components and formats of the job application letter, which can be applied in classroom teaching and learning.

Review of Literature

The Meaning of Multinational Corporations

Like Moyer's, Stephen Young (2000) adds on that a multinational corporation is a private company based in a certain country with the highest administrative power in the mother country. Likewise, companies or private organizations which involve direct foreign investment or the corporations owned by foreigners, which creates additional value in one or more countries, mentioned by John H. Dunning (1995). Despite the clear meaning of the mentioned scholars, Anant K. Sundaram and J. Stewart Black (1995) clarify its meaning that a corporation that owns production factors abroad by establishing a joint policy and has cross-border operations in many countries. In the view of Mark R. Amstutz (1995), a multinational company means a private company that works as a joint public-private ownership. Likewise, Petchara (2012) claims that English communication skills play a vital role in international companies. Even Karachedee, P. et al (2017) think that the employees are aware of the importance of English communication skills, Petchara (2012) believes that the middle-level employees who hold at least bachelor degree still need improvement. Rajprasit Pratoomrat, Wang, Kulsiri and Hemchua (2014) add on that the level of English communication skills of Thai employees are still lower than the multinational companies' expectation.

The Characteristics of Effective Written Business Document

Politeness

The major concept of politeness is to build up the relationship between the writer (student / applicant) and the reader (the employer). The words such as "thank you", "please", "sir", or "madam" are used to show the politeness. Quible et al. (1996, p. 27) mention that using the polite words may not provide the best result unless the applicants consider to other factors. The applicants need to examine the reader's circumstances, emotions and requirements. These will help the writer to improve the communication by developing companionship to the reader. Also, using politeness in the message should display the senders' respect to the reader (Poley and Croker (2005, p. 42).

Correctness

This is one of the most important characteristics as it shows how the writers pay much attention to write. The writers should be aware to ensure that the documents are well written, organized and formatted. The writers should correct all errors, spelling, punctuation and word usage (Quible et al., 1996, p. 26).

The terms of correctness in general mean (1) the writers must ensure that the readers understand the message clearly, (2) also, they should pay more attention to the accuracy of the data, information, words used, (3) they should the correct form of the job application writing and (4) the last aspect is that they should spell words correctly (Quible et al., 1996, p. 35). Moreover, the correctness in writing effective job application letter is not only dealing with correct punctuation, grammar and spelling, but also (1) mistakes in numbers, information, words and names, (2) mistakes when using capitalization and punctuation and (3) mistakes in the level of word and level of sentence (Glaser, 1999, p. 50). Also, the term of correctness is concern to the core of correctness that is punctuation, spelling and grammar (Ross-Larson (1996, p. 32), Quible et al. (1996, p. 35) and Glaser (1999, p. 50)). Likewise, using the correct level of language can lead to effective writing (Gunning and Kallan, 1994, p. 48)

Formats of Job Application Letters

It is true that writing a job application letter uses the similar format as business letter or typical letter, but differs in language and content used (Lamduan Chadchaidee, 1997, p.1). There are two formats of business letter: Block style letter and semi-block style according to Nares Surasith (1997, p.5)

Block Style Letter

This format is organized by aligning all parts to the left margin without indentation.

Semi Block or Indented Style Letter

This style letter format is quite similar to the Block Style but the date and the closing part are basically written on the right hand margin.

Methodology

This study was conducted to investigate and analyze the desire to work for multinational corporations and the effectiveness of writing a job application letter of the third year students in academic year 2018 in the Faculty of Aviation Business Management, Tourism Management and Hotel Management, Rattana Bundit University.

Subjects

The target students in this study were 223 of the third year students studying in the academic year 2018 in the Faculty of Aviation Business Management, Tourism Management and Hotel Management, Rattana Bundit University.

Instrument

The questionnaire consisted of three sectors was used to collect information regarding to the students' background, writing ability and attitude toward the job application letter writing.

Data Collection Procedures

The questionnaire was distributed to 223 of the third year students in the academic year 2018 of the Faculty of Aviation Business Management, Tourism Management and Hotel Management, Rattana Bundit University. Once they finished answering the questionnaire, they were requested to check their responses for incompleteness or missing answers.

Data Analysis Procedures

The quantitative data of the questionnaires were analyzed by using percentages and shown in graph form.

Results

This chapter reports the results of the research, which is divided into three parts based on the parts of the questionnaire.

Section 1: The question including background information of the third year students in the academic year 2018 of the Faculty of Aviation Business Management, Tourism Management and Hotel Management, Rattana Bundit University.

Table 1. Gender

Gender	Number	Percentage (%)
Male	47	21.1
Female	176	78.9
Total	223	100

From Table 1, the result illustrates that the 21.1% of the students studying in the academic year 2018 in the Faculty of Aviation Business Management, Tourism Management and Hotel Management, Rattana Bundit University was male and 78.9% was female.

Table 2: Major

Major	Number	Percentage (%)
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Tourism Management	95	42.6
Hotel Management	63	28.3
Aviation Business Management	65	29.1
Total	223	100

According to Table 4, the result shows the majors of the third year students. All of them were from the Faculty of Hotel Management, Hotel Management and Aviation Business Management. The number of the third year students from the Faculty of Tourism Management was 95 which was equivalent to 42.6%. On the other hand, 63 and 65 were the number of the students from the Faculty Hotel Management and Aviation Business Management accordingly. The last two faculties displayed almost the same per cent—28.3% and 29.1%.

Table 3: Having studied or trained in writing a job application letter

Answer	Number of Students	Percentage (%)
Yes	73	32.7
No	150	67.3

According to the pie chart and the table, they display the result of the students' learning experience. This question aimed to identify whether the students had studied or trained in writing a job application or not since this may link to the effectiveness of job application letter writing. The result clearly shows that only 32.7% or 73 students got the experience of learning how to write a job application letter before. Nevertheless, 67.3% or 150 students had no experience in learning or taking the course of writing a job application letter.

Section 2: Ability test

Table 4: Ability test

Major	2.1 item Mean (out of 10)	2.2 item Mean (out of 10)	Mean (out of 20)
Tourism Management	4.26	3.93	8.19
Hotel Management	4.27	3.94	9.21

Aviation Business Management	4.11	5.05	10.15
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From Table 4, the chart and the table display the result when the students were asked to complete the questions. The questions provided were to test the ability in terms of format, and content understanding of how the job application letter is organized. The 2.1 item shared some similarity between the Faculty of Tourism Management and Hotel Management as the students of both faculties got almost the same scores (4.26 and 4.27), which was slightly different. For 2.2 item, again the scores between the Faculty of Tourism Management and Hotel Management were almost the same but the students from the Faculty of Aviation Business Management got the highest score 5.05 out of 10. On the average, the Mean score of the Faculty of Tourism Management got the lowest score (8.19), following by the Mean score of the Faculty of Hotel Management (9.21). In contrast, the highest Mean score was the Faculty of Aviation Business Management (10.15).

Part 3: Attitude test

Table 5: Attitude test

Item	Question	Tourism		Hotel		Aviation	
		Mean	Verbal Interpretation	Mean	Verbal Interpretation	Mean	Verbal Interpretation
1	The major you are studying allows you an opportunity to work in multinational corporations.	3.36	Moderate	3.41	Moderate	3.58	High
2	You desire to work in multinational corporations.	3.21	Moderate	3.49	Moderate	3.36	Moderate

3	The English language skills are essential factors to apply for a job in multinational corporations.	4.15	High	3.98	High	4.04	High
4	Skills for writing a job application in English are essential in applying to work in multinational corporations.	3.58	High	3.60	High	3.69	High
5	Writing a job application letter in English does not affect working in a multinational corporation.	2.47	High	2.63	Moderate	2.55	Moderate
6	If you are able to write a job application letter in English effectively, it will affect your selection to work in a multinational corporation.	3.62	Moderate	3.53	High	3.78	High
7	You will have an opportunity to use a job application letter in English to apply for a job.	3.29	Moderate	3.42	Moderate	3.47	Moderate
8	Writing a job application letter in English with details is a complicated procedure.	3.42	Moderate	3.30	Moderate	3.47	Moderate

According to Table 5, the table shows the students' attitude toward the desire to work for multinational corporations. Clearly, it illustrates the differences and similarities despite the fact that they are from different faculties. The research decided to group the questions into three groups.

1) Questions related to students themselves

These two questions, items number 1 and 2, show the fact that the students of three faculties rated the 2 item High but they rated the 1 item differently. The Faculty of Hotel Management and Tourism Management rated this question Moderate but the Faculty of Aviation Business Management answered High.

2) Questions related to the importance of English job application writing letters with the multinational corporations

For questions number 3, 4, 5, 6, 7, the students of three faculties evaluated the 3, 4 and 7 questions the same. For instance, the questions number 3 and 4 were rated High but the question number 7 was evaluated Moderate. For another two questions (5 and 6), there was

different in rating. For question number 5, the students of the Faculty of Hotel Management and Aviation Business Management measured it Moderate, but it was Low due to the view of the students of the Faculty of Tourism Management. Similarly, the Faculty of Aviation Business Management and Hotel Management rated the 6 question High but it was Moderate according to the view of the Faculty of Tourism Management.

3) Opinion question

For the question number 8, all of them voted this question Moderate. The Mean value of the Faculty of Tourism Management and Aviation Business Management was 3.42 and 3.47 accordingly. However, the Mean value of the Faculty of Tourism Management was 3.30.

Conclusion

In conclusion, this research was conducted to identify the link between the desire to work for multinational corporations and the ability to write a job application letter. The finding indicated that there was a relationship between the desire to work for multinational corporations and the ability to write a job application letter. Also, this study revealed the problems the students had in writing a job application letter. Most of the problems are about the vocabulary knowledge, the grammar knowledge, the letter formats.

Discussion

As discussed to investigate the link between the desire to work for multinational corporations of the Faculty of Aviation Business Management, Tourism Management and Hotel Management and the ability of job application writing letter, the result shows there was relationship between two of them. This result was alike to the study of Sitthipong (2013), which he claimed that there was such a correlation between the AEC and the ability of job application letter writing. Despite the fact that the AEC and the Multinational corporations are not clearly related to each other, both of them are alike in terms of international corporations.

For the ability test, this part was created to reveal the problems the students may have when they would like to apply a job. Even they are third year students in the Faculty of Aviation Business Management, Tourism Management and Hotel Management, they tend to work for multinational corporations in the future when considering their majors. However, both part 2.1 and part 2.2 reveal their obvious problems. Both show that they didn't have enough English knowledge to write an effective job application writing letter. It is similar to the view of Petchara (2012) as she believes that the middle-level employees who hold at least bachelor degree still need improvement. The lack of vocabulary knowledge, word order (grammar), letter format were the students' problems. The most obvious problem of

the students was the vocabulary knowledge as it can be seen from the scores of the 2.2 item. This was in accordance with the theory of Quible et al. (1996, p. 27). Quible et al mention that using the polite words many not provide the best result unless the applicants consider to other factors. The applicants need to examine the reader's circumstances, emotions and. Also, Glaser (1999, p. 51), Poley and Crooker (2005, p. 43) and Gunning and Kallan (1994, p.48) mention about the writers that they should know and use the simple words that are easy to understand. The next problems the students had were the lack of grammar knowledge such as word orders and so on that may cause them confusing on how to correct the errors. This part was similar to the study of Quible et al (1996, p. 26). They claim that the writer should correct all errors, spelling, punctuation and word usage.

This research result is expected to provide helpful information for the English teachers to know what strategy the most popular to teach the students to write an effective job application letter writing. It could make the teachers aware on selecting what popular strategies are best or not for the Thai context. Moreover, it would be beneficial for the students in order to realize the problems of their writing ability and find the ways out to improve their writing ability to serve their needs to work for multinational corporations in the future.

Recommendations for further studies

The researcher has some recommendations to teachers or instructors who are interested in the vocabulary learning strategies.

1. There should be the investigation on the correlation between the desire to work for multinational corporations of Thai students in various faculties of various public universities.
2. There should be the investigation on the correlation between the desire to work for multinational corporations of Thai students compared with private and public universities.
3. There should be the use of more instruments for collecting the data such as tests and interviews.

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