

Conference room 5 : “Education and Management”

Reengineering the Procurement process in public Sector Organization

Arshad Zaheer¹, Khalid Mushtaq², Khurshid Ahmad³

¹Institute of Management and Computer Sciences, Foundation University, Rawalpindi, Pakistan

²Center of Advanced Studies in Engineering, Islamabad, Pakistan

³ National Highway Authority, Islamabad, Pakistan

Abstract : The research paper focuses on reengineering the procurement process of a public sector organization in Pakistan. The case study methodology is used to analyze the “As is” procurement system of the organization. The existing process of procuring stores from foreign vendors/suppliers within the organization is seized with serious problems and complaints lodged by users. In that, inordinate delay, in indents processing as it goes through different channels of scrutiny and approvals, poor quality, financial mismanagement, and over-expenditures are frequently observed. This study attempts to reengineer the involved procurement processes in the organization so as to realize a system wherein speed, transparency, quality and economy become the hallmark of all provisioning actions for stores from abroad that are requisitioned by the production shops. The supposed reengineered model attempts to reduce money cost by 81%, time cost by 74% and human resource involved by 69% using BPR techniques. The net effect is demonstrated as to enhance the efficiency and effectiveness enabling the organization to earn itself the envious status of a vibrant, dynamic and progressive concern.

Developoment of Higher Education Management Model for Local Government

Units in Thailand

Pitsanu Guntang

Department of Educational Policy, Management and Leadership, Faculty of Education, Chulalongkorn University

Abstract: This research aimed at analyzing roles and responsibilities of local government organizations in Thailand focusing on education management at the local level, investigating the demands on higher education management carried out by local government units, developing an education model for local government units and studying the possibilities of higher education management for local government units. The sample included the residents in School Districts 2,6,8 and 9. The Content Analysis, Structured-Interview, Needs Analysis Questionnaire and Delphi-Based Assessment were research instruments to be utilized in collecting and analyzing the data in order to develop a higher education management model for local government units.

The studying findings were as follows:

1. Local government units were able to carried out higher education management to meet the needs of the population in local areas and correspond with the national educational standards. In addition, local government units should be authorized to perform education management and teacher-training. At this point, therefore, local government units should have the representatives elected by the local people so that they will be in charge of education management in rural areas.
2. According to local people's opinions towards higher education management, local government units should concentrate on developing and promoting local people's occupations and life quality to serve the needs of the local communities. Moreover, they also viewed that it is incumbent for local government organizations to establish higher educational institutions to upgrade the life quality of people in the communities.
3. The appropriate model of higher educational institutions for local government units is a specialty university with institutional management networks comprising general management, academics affairs, research and development, financial management and human research management.
4. The three factors used to investigating the feasibility of higher education management for the local government units in Pisanulok Province included the readiness of provincial administration organizations, law, politics, marketing, and community people's participation and the study results revealed that the local government units in Pisanulok Province passed the criteria for possibility in managing higher education in all aspects.

Impact of Building Envelopes on Indoor Comfort – From A Building Users' Perspective

Irene Lee

School of Civil and Environmental Engineering, Nanyang Technological University, Singapore

Abstract : The fundamental function of a building is to create spaces for building users to carry out their various activities. Studies have shown that the productivity of building users is highly related positively to the comfort of indoor environment. Comfort can be defined as the conditions that allow the building users to achieve their activities easily for a long time. These conditions include visual, acoustic, thermal and air quality. The building envelope is the separator between the internal of the building and its external environment. It blocks out the undesirable external elements and allows the good ones into the interior of the building. Hence, it is a significant determinant of the indoor environment and comfort. This paper aims to explore the impact of building envelopes on the indoor comfort from the building users' perception. A survey will be carried out on building users' satisfaction level. The results will be analyzed and discussed.

A Development of School Administrative System for Excellence of Private Schools.

Supaluck Sestapanich

Faculty of Education , Chulalongkorn University, Bangkok , Thailand

Abstract : The purpose of this study was to develop management system to be excellent private schools. It was based on the concepts of national quality awards and used benchmarking method by studying the characteristics and practice methods of the private schools which were recognized as excellent schools. This study consisted of 5 steps, step 1 : study knowledge, step 2 : study characteristics and methods of excellent schools, step 3 : design systems, step 4 : check systems and step 5 : conclude the study. It was found that the management system for excellent private schools consists of 2 parts : elements and evaluation. The elements were 1) leadership of school manager 2) focus on students, guardians and those who are involved 3) strategic planning 4) organization structure 5) focus on human resources 6) academic administration 7) general management and 8) information management. Each element consisted of indicators and criterias. Evaluation was made up of 3 levels : the evaluation of indicator, the evaluation of elements and the evaluation of the total. This system was verified by the opinions of 18 experts in educational administration. The result of this study is that the indicators and criterias of these eight elements are in the much suitability and most suitability levels. There is a manual with this study.

The Failure of Labour Union in Political Involvement of Thailand

Sittichai Anantarangsi

Faculty of Management, Shinawatra University, Bangkok, Thailand

Abstract : One of the ten principles of Democratic philosophy is the involvement of citizens. Labour in Thailand is one stakeholder that has much less involvement in politics compared with other develop countries such as America Federation of Labour Congress of Industril Organization (AFL-CIO), the major influence on the Democrat party, *Landsorganisationen i Sverige*, literally "National Organization in Sweden" (LO), The Labour Party in U.K. etc. Research has shown there are benefits from the Labour sector in participating in politics such as 1. Protecting own rights, 2. Reducing poverty by improving income equity distribution, 3. Peaceful contribution, 4. Effective, efficiency and loyalty improvement. The major failure could be 1. Volume and evolution period are less compared with industrial countries. 2. Non support by government such as knowledge providers and legal obstacles. 3. Benefits to each group in the labour sector varies. 4. State owned enterprise officials and white collar workers are misclassified. 5. Income insufficiency. This research was conducted by gathering related

secondary data. From experts such as government officials, NGO officials, labour union leaders, and politicians.

The Integration of Institutional Strategic Planning And Quality Assurance Practices

Kanchana Meesilapavikkai¹, Waraporn Thaima², John L. Yeager³

¹Asst. Prof., Dean, Faculty of Communication Arts, Sripatum University.

²Director of Quality Assurance, Sripatum University.

³Asso. Prof, Director Institute of Higher Education Management, University of Pittsburgh, United States of America.

Abstract : The purpose of this study is to integrate institutional strategic planning and quality assurance practices. Internationally over the last several decades there has been a rapidly expanding interest and demand to assure that colleges and universities are providing the various societies that they are serving with programming that is of the highest quality. This concern is reflected by several external constituents – the government, employers, and parents. The quality process that embeds strategic planning is a key strength of this particularly framework since it specifies intended important institutional outcomes that quality assessments will be performed. Institutional system provides a level of integration of operations and assessment that provides a continuous set of information on which to modify activities. All the components are directly related to the operating systems of the institution, the information, the majority of information measures, the specific benchmarks that are used. While quality assurance process and procedures the ultimate goal of any institution of higher education is to implement actions that will result in a continual improvement of program quality.

A conceptual Framework for Managerial Competency in Primary Care Unit Manager

Nirachon Chutipattana

Universiti Utara Malaysia , Malaysia

Abstract : In order to enable the Primary Care Unit managers to provide excellent services to the public, health organizations need to have extensive knowledge in two areas; 1) knowing the managerial competencies of the Primary Care Unit managers and 2) knowing the important factors that determine the competencies of these managers.

This paper aims to develop a conceptual framework for Managerial Competency in Primary Care Managers. Based on the literature review, a conceptual framework was developed. The dependent variable is managerial competencies such as visionary leadership/empowerment, communication, information management, assessment/planning/evaluation, partnership and collaboration, system thinking, promoting health and preventing disease, strategy setting, and leadership in change. The independent variables are the determinants; personality trait and motivation. Background characteristics are such as gender, age, education, experience, job tenure, training, number of people employed, the organization size, and the length of time that an organization is in operation. Most of these factors were actually unknown regarding Primary Care Managers in Thailand. Then, this framework can be applied in Thailand Primary Care Unit. As a result, competencies and understanding of these factors can be used as a basis for improving the curricula of primary care management education programs and provide strength between Primary Care Unit Manager and academic training programs.

PTCL Employees Motivation Survey In Rawalpindi And Capital District Islamabad

Hafiz Muhammad Ishaq¹, Dr. Tanvir U Zaman², Muhammad Ashfaq³

¹Federal Urdu University of Arts, Science and Technology, Zero Point, Islamabad, Pakistan

²EPM Department, Allama Iqbal Open University, Islamabad, Pakistan

³Executive EDO (Education) Office, Rawalpindi, Pakistan

Abstract : This research paper measures the motivation and satisfaction level of employees of Pakistan Telecommunication Company Limited based on Maslow's Theory of Need and Herzberg's Theory of Motivation. The research design for this study employs a descriptive survey method. A sample of 99 lower level employees of PTCL working as linemen at Rawalpindi and Capital District of Islamabad is selected using systematic sampling. A survey questionnaire is developed to collect data. The results indicate that the young employees are satisfied with job security and wages than the old age group. The majority of employees are not satisfied with promotion policy, bonus plan, pension plan, education policy, physical environment and provision of equipments/tools for employees. Linemen are satisfied with the supervisor's behavior and effectiveness. PTCL employees (linemen) are satisfied at somewhat with maintenance/hygiene factors however they are not satisfied with the factors called motivators. Necessary recommendations regarding opportunity for advancement, personal growth and recognition for good work must be considered to make this huge work force more productive with the satisfaction of PTCL customers.

Online Game in School Child and Family Relationship

Dr. Wannarat Rattanawarang

Abstract: The Objectives of this study aims to discover students' behaviors of playing online game, to study the relationship between students playing online game and the parents, and to analyze the appropriation of rules implementation to control children in playing online game. Integrated concepts were used to explain the phenomena. These concepts consist of development, innovation, sociology and communication.

Two series of questionnaires are used to collect data from two sample groups. The first sample group is Grade 7-8 students studying in school in Bangkok and the other group is parents whose children were in the first group. The number of students in this study is 3,396 while those of parents are 2,361. Data Collecting was conducted in January 2006. Descriptive analysis is used to explain socioeconomic and general data. Hypotheses were tested to compare groups' means.

It is found that the proportion of students playing online game and those who did not play was 3:1 and the number of male student playing online game is higher than the female. Concerning students playing online game, the proportion of students who addicted to on line game to students who did not addict is 1:8. The duration of time playing online games significantly relates to problems such as punishment, time spent with family and health at level .01. Male students spent time of playing online game significantly higher than female students (at level .05).

Research Abstracts for Poster Presentation

Enhancing Learning in Grade 11 on Organism Interrelationship by Using Hands-on Yeast Biocontrol of Anthracnose Disease

Arun Chanchaichaovivat¹, Pintip Ruenwongsa^{1,2}

¹Institute for Innovation and Development of Learning Process, Mahidol University
Bangkok, Thailand

²Faculty of Science, Mahidol University Bangkok, Thailand

Abstract: The objectives of this study are to screen and identify the antagonistic yeasts against *Collectotrichum capsici* which is the cause of anthracnose disease in chili fruit, and then use the knowledge from the study to design the model laboratory for high school (Grade 11) class in order to enhance students' conceptual understanding and critical thinking of organism interrelationship learning topic. Moreover, students' attitude toward the yeast biocontrol lab was evaluated after learning. For research methodology, yeast strains were isolated from fruits and vegetables which were tested the ability to control *C. capsici* growth by *in vitro* and *in vivo* tests. Antagonistic yeasts were selected and identified species by DNA sequencing method. The achievements of students learned by lecture only and learned with yeast biocontrol laboratory were analyzed by t-test. The results show that four antagonistic yeasts against *C. capsici* were selected and identified as *Pichia guilliermondii*, *Candida musae*, *Issatchenkia orientalis*, and *Candida quercitrusa* which was *P. guilliermondii* showed the highest biocontrol efficacy. The achievements and critical thinking of students learned by supplement with yeast biocontrol laboratory (n = 33) were higher than the students learned by lecture only (n = 31) with significant at $P < 0.001$. In addition, students showed agreement and strong agreement with advantages of hands-on experiment for supporting their learning outcomes. Student chose biological control method replaced chemical method in planting because of improving food quality, improving human health, reducing food web impact, decreasing cost of pesticide, and reducing the pollutions in air, soil, and water resources.

AIS Customers' Interactivity in AIS Online Advertising

Chittima Sangiamchit

Business English for International Communication, Graduate School,
Srinakharinwirot University Bangkok, Thailand

Abstract : This study aimed to investigate interactivity of AIS customers in AIS online advertising by looking at the four influential variables on interactivity (level of involvement, message relevance, message value and message personalization), and effects of interactivity on customers' attitudes towards AIS online advertising, its brand, and their purchase intention. The study specifically focused on target ads or linked sites of banner ads. A total of twelve versions of AIS online advertising in November, 2006 were examined. The data derived from the online questionnaire were 50 AIS customers, who interacted with AIS online advertising in November, 2006. The results of the four influential variables on interactivity showed that most AIS customers had high level of involvement with AIS online advertising. They agreed that AIS online advertising provided relevant messages between banner ads and target ads. They also received advertising messages as their expectations and preferences. The effectiveness of these four variables generated active interactivity of AIS customers in AIS online advertising. The effects of interactivity on AIS customers' attitudes towards AIS online advertising, its brand, and their purchase intention showed that most customers had positive attitudes towards AIS target ads, trusted the brand of AIS, and intended to purchase advertising services. Overall findings indicated the effectiveness of AIS online advertising in November, 2006. This is a good predictor for building strong relationship between AIS and customers in the future.

The Effects of Science Project Integration into Basic Science Course (S 41101) on Achievement and High Order Thinking of Grade 10th Class

Pornpimol Chanchaichaovivat

Science Department, Bangmodwithaya School, Bangkok, Thailand

Abstract: The objectives of this study are to evaluate the effects of integration project into basic science course (S 41101) of Properties of Substances. In order to compare the achievement and high order thinking ability between ordinary teaching method and teaching with science project method, Thai students were divided in two groups: control group was taught by traditional method, whereas treatment group was supplemented teaching with science project activity. Science project were designed which related to the learning content. Pre- and post test of learning outcomes were done before and after learning. Data analysis was use t-test method. The results show that treatment group have got higher achievement and thinking ability levels (analysis, synthesis, and creative thinking) than the control group with statistically significant ($P < 0.01$). Moreover, students learning with science project (treatment group) have shown the development of high order thinking after learning. These

indicated that doing science project in this course can be enhance not only content understanding but also improve the thinking ability of students.

HRD Practices in the Federal Government Project Management System in Pakistan – An Empirical Analysis

Atiq ur Rehman, Azhar Mansur Khan

National University of Modern Languages, Islamabad, Pakistan

Abstract : This study has explored the training and development practices and investigates the dynamics of human behaviour in public sector projects in Pakistan, with a view to identify gaps in such practices and synthesize a framework to facilitate improvement in capacity building interventions in the projects. A semi-structured questionnaire was designed and pre-tested. The study was carried out by taking a sample size of 115 projects. Data was processed and analysed in SPSS. The results indicate that there is higher degree of training inadequacy in the project organizations. The study has identified several reasons for inadequacy of training, like “workload does not permit”, “training is not a priority of top management” and “lack of appropriate training opportunities”. Findings reveal that practice of evaluation of training interventions is almost non-existent in most of the project organizations. Present study has extended the work of Kunder and developed a model for measuring the level of ineffectiveness of training in organizations. Results indicate that training and development practices in public sector projects in Pakistan are ineffective. The study recommends that training in the project organizations should be made a regular feature and project directors may be given authority to strengthen capacity of project staff. Moreover, monitoring and evaluation of trainings should also be carried out in the projects.

The relationship between PEOU and PU towards the behaviour intention in online recruitment in Malaysia

Noor Awanis Muslim

Faculty of Computer Science and Information Systems, University of Technology Malaysia (UTM)

Abstract : Perceived ease of use (PEOU) and perceived usefulness(PU) are known as the main determinant for Technology Acceptance Model(TAM). Prior studies have shown that many researches have been done using TAM in measuring the degree of acceptance towards the system. Therefore, this paper aims to study the acceptance of the users or candidates toward the online recruitment system. Will PEOU and PU influence the user’s or candidate’s behaviour intention towards in online recruitment in Malaysia. In line to the discussed above, the objectives of the study is to measure the relationship between PEOU and PU towards the behaviour intention in online recruitment in Malaysia.

This research will use the final semester students and the unemployed fresh graduates as respondent. The SPSS as a statistical software is used in analyzing the data.

Spiritual development: Two qualitative research approaches to constructing meaning

Cecile de Vries, Dawn N. Johnston
University of Calgary

Abstract : From a constructivist perspective, clients seeking psychological services may choose to replace traditional religious frameworks with a personal, contextually-meaningful spirituality. Little research can be found on the lived experiences of those undergoing such development. The authors conducted 2 qualitative inquiries exploring this topic. Using autoethnography, we will discuss how one of the authors and her 5 co-researchers renegotiated their spiritual identity outside of the Catholic Church. Co-researcher interviews, relevant literature, and the author's reflexive look at her own lived experiences enhanced her meaning-making and spiritual identity development. Findings spoke to negotiating new hybrid discourses, making room for a more spiritual discourse, and voice to speak it. Second, using hermeneutic phenomenology, we will discuss a lived experience of using transformative writing practices, called spiritual writing, to facilitate psychological and spiritual development. The author interpreted 6 co-researchers' individual stories to better understand their lived experience. Six themes described how the co-researchers and author used spiritual writing to co-construct psychological and spiritual developmental meaning. Counselling and theoretical implications regarding spiritual identity formation and spiritual writing are discussed. Conclusions offer insights into ways of understanding and responding to postmodern spiritual experiences. Clients' combined psychological and spiritual development can be supported as they construct meaning.

Psychosocial Nursing Needs and Psychosocial Nursing Intervention Perceived by Accidental Traumatic Patients and Nurses In Petchaburi Province

Jintana Tongpeth
Prachomklao College of Nursing, Petchaburi, Thailand

Abstract : The purpose of descriptive study was to compare the Perceived Psychosocial Nursing Need and Psychosocial Nursing Intervention between accidental Traumatic patient and nurses working for the Emergency Department of Hospital in Petchaburi province .The data were collection between June 2005 – August 2006 The results were 1) Psychosocial Nursing Needs : The highest mean score of the patients' s perception in Psychosocial Nursing Needs was " be always ready to care for victim" whereas the lowest mean scores was " encouraging the patients to accept assistance form others when necessary" Nurses had the highest mean scores

of perceived Psychosocial Nursing Need in two item : Firstly, "Referring to the patients in a polite and respectful ways" , and secondly, " being generous, polite and soft", while the lowest mean scores of Psychosocial Nursing Needs perceived by nurses was " Introduction the patients to the doctor and health care team". Comparing the subtotal score if each category and the total score of the psychosocial nursing needs between the patients and nurses, there were significant differences .($P < .05$) In the total and subtotal of three categories : nurses – patients relationship, patients focused nursing , and respect in the individuality. In addition , the scores of nurses' perception in the patients psychosocial needs were highest than those of patient' perception in every category and in total. and 2) Psychosocial nursing intervention : The highest mean scores of the patient' perception in psychosocial nursing intervention. Was "referring to the patients in the polite and respectful way" whereas the lowest mean scores was " introduction the patients to the doctor and health care team". Nurses had the highest mean scores in " be always ready to care the victim" and the lowest means scores in " introduction the patients to the doctor and health care team" . Considering each subcategory of the psychosocial nursing intervention perceived by the patients, the nurses-patients relationship was scored highest whereas the provision of relevant information was scores lowest. Similarly , Nurses scores highest in the nurses – patients relationship, and lowest in the provision of relevant information. Comparing the subtotal scores of each category and the total scores of the psychosocial nursing intervention between the patients and nurses , there were significant differences ($P < .05$) in every subcategory scores as well in the total scores. The scores of nurses' perception of psychosocial nursing intervention were highest than those of patient' perception in every category and in total.

The Effect of Education Supportive Nursing System on Self Care Behaviors in Peptic Ulcer Patients.

Pragamard Wattagawan

Prachomklao College of Nursing, Petchaburi, Thailand

Abstract : This quasi-experimental research aimed to study the Effects of education supportive nursing system on self care behaviors in peptic ulcer patients. Prachomklao hospital, Petchaburi. The researcher used Orem 's self-care deficit theory of nursing as the framework for this study. The data were collected between june and September, 2005. The sample consisted of 30 patient with peptic ulcers who were admitted to medicine ward of Prachomklao hospital. Subjects were selected through a simple random sampling, and then were equally divided into two group : the experimental and control groups. Subjects in the experimental group individually received a program of education-supportive nursing system developed by the research based on Orem 's theory while those in the control group received regular nursing care. The program was continuously provided over period of three days. The research also provided instructional handbooks for self-care behaviors to the subjects who were in

the experimental group. After providing the program, the researcher sent two reminding letters to the subjects in the experimental group. The first letters was sent in the first week after the program, and the second letter was sent two weeks after the first one was sent. The education materials for the program included flip charts, patients' reminding letters, and instructional handbooks for self-care behaviors of patients with peptic ulcer. The descriptive data were analyzed using frequency, mean, and standard distributions. The differences in mean scores between two groups were analyzed using the independent t-test. The results of the study were shown that subjects who received the program of the education supportive nursing system had mean score in self-care behaviors in general and in three aspects which included universal self-care requisites, developmental self-care requisites, and health deviation self-care requisites higher than those in the control group, with a statistically significant level of 0.001.

The Perceive Self Efficacy Performance Attributes of Graduation in Academic Year 2004 Prachomklao College of Nursing Phetchaburi Province

Nittaya Thongma and Kanokporn Oumpram

Prachomklao College of Nursing Phetchaburi Province, Thailand

Abstract : The purpose of this descriptive research was to study the perceived self efficacy performances regarding required graduated attributes of the graduates of Prachomklao College of Nursing Phetchaburi province in academic year 2004. The sample consisted of 105 graduated nurses from Bachelor of Nursing Science and Bachelor of Nursing Science (continuum) programs. The instrument used in this research was a questionnaire concerning the perceived self efficacy performances toward required graduated attributes of graduates which developed by the researchers. It was tested for content validity and reliability by Cronbach's coefficient. Data was analyzed by percentage, maximum and minimum scores, mean, standard deviation, Skewness, and Kurtosis. Furthermore, the mean of two sample groups was compared. Major finding were: (1) Most of graduated nurses had the perceived self efficacy performance attributes score higher than mean score. (2) Mean scores of the perceived self efficacy performance attributes were in good level (97.9%). (3) Mean scores of the perceived self efficacy performance attributes of the graduated nurses from Bachelor of Nursing Science and Bachelor of Nursing Science (continuum) were not significantly different at .01 level.

Cost Analysis of Health Care Professional Production and Health Personnel Development in Fiscal Year 2005, Prachomklao College of Nursing, Petchaburi

Mukda Phadungyam

Prachomklao College of Nursing, Petchaburi, Thailand

Abstract : The purposes of this study were to analyze the cost in Health Care Professional Production and Health Personnel Development using the financial data form fiscal year 2005 of Prachomklao College of Nursing, Petchaburi. The re-inputting expense record form was the instrument used in collecting data. The allocations of principal were based on the Cascading/ step Allocation Method and Workload Proportion Criteria. This cost analysis was classified into 2 areas : The Student Teaching Division and Health Personnel Development Division. The final result was analyzed in EXCEL Spreadsheet. The result of this study were as follows :

1. The unit cost of health Care Professional Production in fiscal year 2005, e.g. The diploma of Emergency Medical Technique Program cost was 88,319.95 bath per person per year. The bachelor of Nursing Science Program (Continuing Curriculum) cost was 54,379.31 bath per person per year. The bachelor of Nursing Science Program was 43,842.21 bath per person per year respectively.
2. The unit cost of Health Personnel Development for other business unit in fiscal year 2005, e.g. The program of Nursing Specialty in Nursing Practitioner (Primary Medical Care) cost was 34,423.89 bath per person per year. The program for Beginning Public Health Administrator cost was 12,903.10 bath per person per year. The training course for government officer level 3-6 cost was 2,716.44 bath per person per year. The Nursing Mentor Seminar cost was 2,546.67 bath per person per year and the program for Nursing Role in Emergency Care cost was 543.29 bath per person per year respectively. For personnel development program within the organization : The Instructor Self-Development cost was 42,278.69 bath per person per year and The Supporting Division's Self- Development cost was 4,756.00 bath per person per year .

The Study of Happiness in Clinical Learning of Nursing Students at Prachomklao College of Nursing Petchaburi province.

Chutima Umphan and Nutthaporn Uthaithum

Prachomklao College of Nursing, Petchaburi, Thailand

Abstract : The purposes of this qualitative were to study the meaning, effected factors, and methods to promote happiness in clinical learning of nursing students at Prachomklao College of Nursing Petchaburi province. The sample consisted of 47 second, third, and fourth year nursing students who past clinical learning and had high scores. The instrument was developed by the researchers and tested

for content validity by experts. Data was gathered by guideline questions and interview. The focus group and tape record were used for interview. Data was then analyzed by mapping and grouping words.

The major findings were as follow:

1. Meaning of happiness in clinical learning of nursing students at Prachomklao College of Nursing Phetchaburi province were proud of nursing intervention results, learning, confidence in clinical learning, complete required experience, freedom in thinking and working.
2. The factors which affected to happiness in clinical learning of nursing students at Prachomklao College of Nursing Phetchaburi province were clinical instructors, feeling toward staff nurses, course designs, achieve required goals, year of learning, relationship between friends, and clinical environment.
3. The methods to promote happiness in clinical learning of nursing students at Prachomklao College of Nursing Phetchaburi province were self motivation, problem solving ability, positive thinking, clear work plan, advance preparation, and self adjustment.