



A Study of Competency Needs of Advertising and Entertainment Business Graduates of Bansomdejchaopraya Rajabhat University

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Abstract

The purposes of this research were 1) to study the competency needs of the advertising and entertainment business graduates from Bansomdejchaopraya Rajabhat University 2) to measure the current competency level of advertising graduates and the expected competency level of advertising and entertainment business graduates that the employers want and 3) to compare the current competency level of advertising graduates and expected competency level of advertising and entertainment business graduates of Bansomdejchaopraya Rajabhat University. Sample included 416 employees in owners, Chief Executives, Directors, Managers, Supervisors and Senior Officers within the Advertising and Entertainment Business. Questionnaires were administrated to 5-point rating scale. Statistics analyses consisted of percentage, mean, standard deviation, t-test and modified priority needs index (PNI modified) for comparing the current competency level of advertising graduates and expected competency level of advertising and entertainment business graduates of Bansomdejchaopraya Rajabhat University.

The results revealed that the competency needs of the advertising and entertainment business graduates that the employers want consisted of four types of 33 competencies. The results of comparison level of current knowledge competency and expected knowledge competency of the graduates from the first to the third were 1) knowledge management 2) knowledge of economy and marketing 3) knowledge of art, culture and society. The results of comparison level of current skill competency and expected skill competency of the graduates from the first to the third were 1) English ability 2) planning and managing 3) management skill. The results of comparison level of current and expected personality of the graduates from the first to the third were 1) appropriate of outfit 2) cautious and sagaciousness 3) punctuality. The results of comparison level of current and expected ethic and moral of the graduates from the first to the third were 1) responsibility for oneself and the society 2) kindheartedness 3) faithfulness.

Key words: competency, functional competency for advertising, functional competency for entertainment business

Introduction

The changes of economy and society and the debut of the ASEAN Economic Community (AEC), have high impacts on Thai economy. The 11 th National Economic and Social Development Plan sug-

gests the Creative Economy. It is the usage of creative thinking to manage knowledge, associated to the art and cultural practices, for the merchandise and service recognition. (Office of the National Economics and Social Development Board, 2011) South Ko-

rea also propels the economy on the basis of creative thinking along with the art and cultural practices. It succeeds in rousing the Korean fever (K-Pop) through the entertainment sectors such as urging the crazes on the Korean T.V.series. It causes the Korean fever in T.V.series, movies, movie stars, singers, actors, music, concerts, food, clothing fashion, hair-styles, ornaments, cosmetics, tourism, electronic appliances, plastic surgery, etc. It's the strategy of communication war. To produce graduates with the competencies as specified in the creative economic policy, the AEC debut and the requirements of the professional organization. The Bachelor of Communication Arts Program in Advertising curriculum is revised to the Bachelor of Communication Arts Program in Advertising and Entertainment Business from Management Science Faculty, Bansomdejchaopraya Rajabhat University. It has integrated knowledge appropriated to contexts and factors in order to improve the teaching and learning strategy, and determinedly in producing graduates who are keen on knowledge, skills and morality. They are the important basis for the economic development as the conceptual framework of the National Economics and Social Development Plan, sustainable for the future.

Research Framework

The Creative Economy is the idea to propel economy on the basis of knowledge, education, creation and the usage of intellectual property, which link to the cultural practices and the modern technology and innovation. They are categorized into 1) cultural heritage 2) arts 3) media 4) the merchandise and services, in the group of design, the modern media and the creative thinking services. (Wisdom Application Center, Mahidol University, 2011) Therefore, the graduates must obtain the working competency. However the Dhurakij Pundit poll, the Dhurakij Pundit University research center, reported a research results on the study of the graduate competencies: the expected and the actual one as specify by The Office of

the Higher Education commission (OHEC): the graduate competencies are 1) moral and ethic 2) knowledge 3) skills 4) interpersonal relationship and responsibility 5) skills in numeral analysis, communication and information technology. The research results revealed that the graduate competencies did not meet the expectation in all 5 aspects. (Apichai Apichartabut, 2009) Employers aim to select employees who have earned high recommendation on performance evaluation, in customer satisfaction and royalty. It helps strengthen the organization brand. (Cook, S., 2008) Also, Dr.Thunyalak Veerasombat mentioned the expected competencies of Thai graduates, according to the ASEAN Vocational Standard (Thunyalak Veerasombat, 2012), as 1) skills and abilities in using English and the ASEAN neighbor languages 2) knowledge of the neighbor culture and history 3) pay attention to the ASEAN news, regulations and principles 4) improve working skills to meet the international working standards 5) activate the ability to use the information technology 6) improve the learning process for total efficiency improvement 7) the ability to work with others: the challenge for the Thai Graduates to achieve. Thai youths do not dare to express themselves. They think fast and rush to react but not too good in communicating, impatient, not able to wait, lack of system to manage their thoughts and no behaving principles, inactive, cannot make decisions and cannot take care of themselves. They need to obtain the analytical thinking, problem solving, team working, punctuality and complying with disciplines. It corresponds to the data of the newly graduate expected competencies which indicate that employers' expectations are knowledge, ability, intelligence, moral and ethic, interpersonal relationship and responsibility, communicative skills and information technology ability. The newly graduates confront the problems of the English skills, not able to solve the unexpected problems, lack of eagerness, no working enthusiasm, request too high salary, lack of orderliness, do not keep time, disrespect-

ful, inappropriate manner, irresponsibility, frequently change jobs and high self-confidence. (Tanaporn Satitpanwacha, 2012) The competencies that employers request most are the knowledge application, apt to analyze and interpret systematically, to solve the working problems properly. The competencies the employers expect most are the realization in moral and ethic, dedication and honesty. Next are orderliness, punctuality, responsibility for oneself and the society. For the interpersonal relations and responsibility, the employers pay attention to the ability to adjust oneself and the ability to work with others. Then they expect the working cautiously and responsibly, not abandon duty. (Tanaporn Satitpanwacha, 2012) Thus, Education Institutions need to improve the learning process to train the graduates towards the expected competencies which will put sustainably impacts on the country development.

Rationale

1) Realize the actual role, status, characteristics, abilities and working habits of the Communication Arts graduates, Advertising branch, Bansomdejchaopraya Rajabhat University, in the labour markets as the supervisors' opinions. These professional organizations may use the research result as a guide for staff development in different abilities, includes the efficient staff recruitment and selection system. They also should coordinate with other educational institutions to take part in students' internship course, the Cooperative Education project. (Faculty of Management Sciences, 2008).

2) The graduate employers' data and opinions are important for analyzing in order to revise curriculum. They indicate the curriculum strength and weakness. Subjects are suggested to be offered appropriately, qualitatively and to be modernized. The graduates must gain competencies, efficiency and abilities to really meet requirements of the employers, labour market and the profession. (Faculty of Management Sciences, 2012).

3) The research result is a guide for the educational quality assurance not only of the Bansomdejchaopraya Rajabhat University but also able to adapt for other education institutions, of the associated fields. Besides, the research result can be posted for brainstorming discussion among education institutions, corporations and associated organizations, etc. It allocates the ways to upgrade competencies and professional, of Thai Advertising and Entertainment Business personnel, to be the professional standard, appropriately and objectively. It answers to the Creative Economy Policy, suggested in the 11 the National Economic and Social Development Plan, and to pace to the AEC.

Objectives

1) To study the competency needs of the advertising and entertainment business graduates from Bansomdejchaopraya Rajabhat University

2) To measure the current competency level of advertising graduates and the expected competency level of advertising and entertainment business graduates

3) To compare the current competency level of advertising graduates and expected competency level of advertising and entertainment business graduates of Bansomdejchaopraya Rajabhat University.

Methodology

Populations

The research populations are the Business owners, Chief Executives, Directors, Managers, Supervisors and Senior Officers within the Advertising and Entertainment Business Profession. They are categorized by connected professional tasks, as 1) Communication and Marketing 2) Performing Arts 3) Mass Media 4) Entertainment Business and 5) Others.

The research samplers are the Business owners, Chief Executives, Directors, Managers, Supervisors and Senior Officers within the Advertising and Entertainment Business. They are from the 4 task

groups which are 1) Communication and Marketing 2) Performing Arts 3) Mass Media 4) Entertainment Business and 5) Others. The samplers are 416.

Tools

Questionnaires, on the competency needs of the advertising and entertainment business graduates from Bansomdejchaopraya Rajabhat University, contain 2 parts

Part 1: general data of participants

Part 2: data on the current competency levels of the advertising graduates and the expected competency levels of the advertising and entertainment business graduates from Bansomdejchaopraya Rajabhat University, are in 5-point rating scale. (see Figure 1)

The research runs in 3 steps which are

Step 1: study the competency needs of the advertising and entertainment business graduates.

Step 2: evaluates the competency needs of the advertising and entertainment business graduates.

Step 3: research conclusions.

Step 1 Study the competency needs of the advertising and entertainment business graduates. There are 3 sub steps as

Sub step1: Study knowledge, analyze and synthesize literature, theories from documents and related researches both in Thailand and abroad.

Sub step2: In-depth interview experts of the advertising and entertainment business profession, include the academicians, researchers in the advertising and entertainment business, curriculum development and research experts. Researcher uses purposive sampling method. They are 12 of supervisors, managers, executives or owners of the advertising and entertainment business and others.

Sub step3: Gather data the first 2 sub steps, analyze them by statistic, frequency and percentage (%) then conclude to be the dependent variables.

Step 2 Evaluate the competency needs of the advertising and entertainment business graduates. The questionnaires evaluate the competency needs of the

advertising and entertainment business graduates, from the dependent variables. There are 2 parts in the questionnaires which are

Part 1: Participants general data

Part 2: Data of the current competency levels of the advertising graduates and the expected competency levels of the advertising and entertainment business graduates, are evaluated by using the 5-points rating scale. The participants rank the current competency levels of the advertising graduates and the expected competency levels of the advertising and entertainment business graduates.

The 5 -point rating scale is interpreted in 4 types as 1) Knowledge 2) Skill 3) Personality and 4) Ethic and Moral as in Table 1.

Data analysis.

1. Analyze with statistics, frequency and percentage (%)

2. Analyze data of the current competency levels of the advertising graduates with statistics, frequency and percentage (%) and means (\bar{x})

3. Analyze data of the expected competencies of the advertising and entertainment business graduates with statistics, frequency, percentage (%) and means (\bar{x})

4. Analyze data, comparing the expected competency levels of the advertising and entertainment business graduates and the current competency levels of the Advertising graduates, by using the equation of Modified Priority Needs Index: PNI_{modified} (Suwimol Wongwanich, 2005) that has been revised.

The equation PNI_{modified} (Modified Priority Needs Index) = $(I - D) / D$

When PNI_{modified} = Modified Priority Needs Index

I = the expected competencies of the advertising and entertainment business graduates

D = the current competencies of the advertising graduates

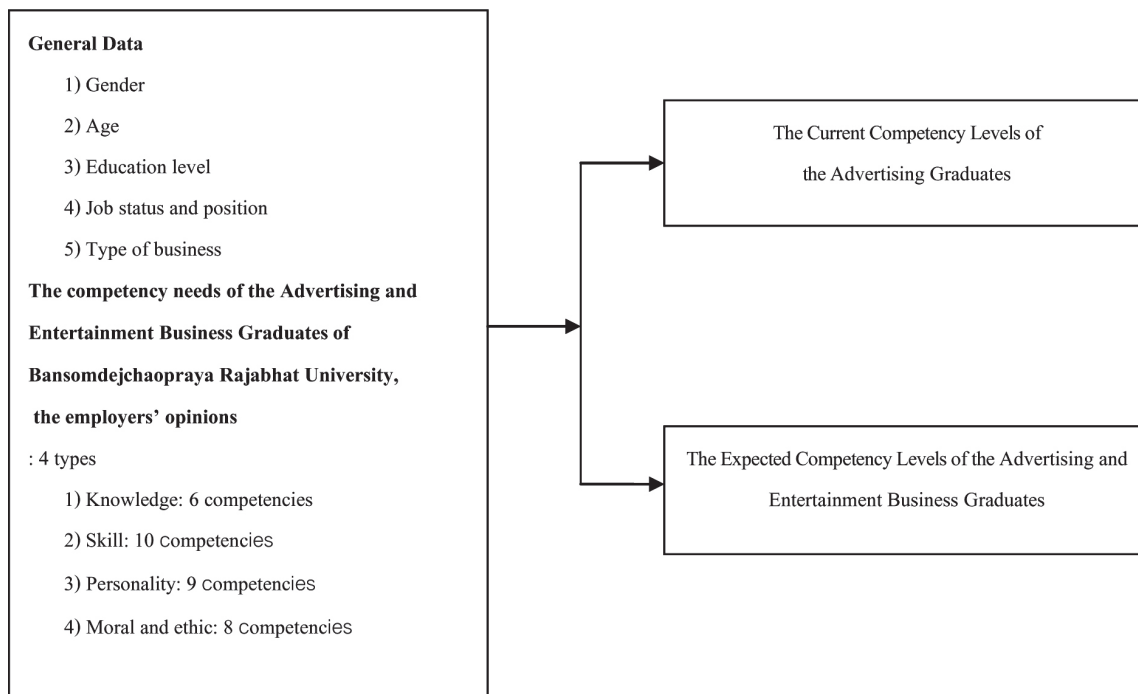


Figure 1 Conceptual Framework

Results

Part 1: The analytical result of the participant general data, for the study of competencies needs of advertising and entertainment business graduates of Bansomdejchaopraya Rajabhat University

From Table 2. Most participants, 200 persons are males, at the percentile of 48.10. The 31-40 years group is 176, at the percentile of 42.30. 280 persons earn Bachelor degree, at the percentile of 67.31. Status and position, 220 persons are Supervisors, at the percentile of 52.89. There are 115 persons work in the Marketing Communication Organizations at the percentile of 27.64.

Part 2: Analytical result in comparing competency levels of the Advertising and Entertainment Business Graduates of Bansomdejchaopraya Rajabhat University

From Table 3 Means of the expected knowledge competency levels of the advertising and entertainment business graduates were higher than the current knowledge competency levels of the advertising graduates in every aspects of the 6 competencies. Considering from t-test, the current knowledge com-

petency levels and the expected knowledge competency levels, in every aspects had significant difference at 0.05 by ranking the Priority Needs Index: PNI modified, as 1) Knowledge in Management 2) Knowledge in Economics and Marketing. 3) Knowledge of Arts culture and community 4) knowledge in Information Technology, appropriate for the job 5) General knowledge and current situations and 6) Knowledge in social and environment.

From Table 4 Means of the expected skill competency levels of the advertising and entertainment business graduates were higher than the current skill competency levels of the advertising graduates in every aspects of the 10 competencies. Considering from t-test, the current skill competency levels and the expected skill competency levels, in every aspects had significant difference 0.05 by ranking the Priority Needs Index : PNI modified, as 1) English ability 2) skills in planning and managing the plan 3) business management skills 4) efficient communication skills 5) ability in coordination and in building good relationship internally and externally 6) skills to integrate knowledge for work implementation 7) skills

Table 1 Interpretation the 5-point rating scale on the competency levels of knowledge, skills, personality and moral and ethic

Rank	Essential knowledge behavior	Essential skill behavior	Essential personality Essential skill	Essential moral behavior
1	Basic: - Sufficient essential knowledge for job performance.	Beginner: - Skill of beginners. - Able to follow handbooks or documents.	Follower: - Habit, thought or attitude correctly - Learn and understand easily	Improvable person: - Habit, thought or attitude correctly
2	Accuracy: - Good in essential knowledge - Able to apply knowledge to work effectively.	Good : - Able to work effectively under some advices from others sometimes. - Able to solve simple problems	Good worker : - Able to adapt to work in responsibility effectively - Behave properly	Good performance person: - Able to adapt to work in responsibility effectively - Able to be good example.
3	Expert: - Enough knowledge to see the association to other knowledge - Able to improve extended knowledge ,by oneself continuously with quality and efficiency - Able to give some advice others	Fast: - Able to work effectively, no need for advice - Able to indicate problems and obstacles that may occur - Able to solve complex problems, both by oneself and by team - Able to assist the team members.	Individual: - Able to improve one's outstanding characteristic regularly - Motivate others to follow	Acceptable person: - Able to improve one's characteristic regularly and acceptably - Motivate others to follow
4	Professional: - Ability in knowledge management, appreciated professionally - Able to teach others - Able to create innovations, appreciated locally or nationally	Accurate: - Able to improve method, procedure in working ,both specify and systematize, effectively - Able to teach others specific task - Able to pass on ideas, knowledge and new procedure to others	Creative: - Able to stimulate working atmosphere creatively - Able to advice others in improving competencies	Prototype person: - Able to be a prototype in working effectively, transparently and recheckably - Motivate others
5	Master: - Great wisdom in width and dept - Ability in creating innovations,- appreciated internationally - Be a specialist who organizations, internal and external, have been appreciated and trusted	Initiate : - Able to create better knowledge and new procedures - Able to create innovations, appreciated internationally - Be a specialist who organizations, inside and outside, have been appreciated and trusted	Leader: - Able to a good example. - Able to pass on good characteristic to others, acceptably	Idol: - Encourage others to make the expected behavior to be the organization culture - Able to encourage others to behave as expected

in running public relations for the communication and marketing entirely 8) skills in show and event management 9) skills in operating the Information Technology and innovations devices and 10) skills in me-

dia design

From Table 5 Means of the expected personality competency levels of the advertising and entertainment business graduates were higher than the cur-

Table 2 The analytical result of the participant general data, for the study of competency needs of advertising and entertainment business graduates of Bansomdejchaopraya Rajabhat University

Gender	Frequency (person)	Percentage (%)
Male	200	48.10
Female	216	51.90
Total	416	100.00
Age	Frequency (person)	Percentage (%)
Not over 30 years	147	35.35
31-40 years	176	42.30
41-50 years	73	17.55
Over 50 years	20	4.80
Total	416	100.00
Education level	Frequency(person)	Percentage (%)
Under Bachelor degree	56	13.45
Bachelor degree	280	67.31
Master degree	74	17.89
Doctoral degree	6	1.44
Total	416	100.00
Work status and position	Frequency (person)	Percentage (%)
Senior Officer	105	25.24
Supervisor	220	52.89
Manager / Director	39	9.37
Business owner	52	12.50
Total	416	100.00
Type of Business	Frequency(person)	Percentage (%)
Communication and Marketing	115	27.64
Performing Arts	54	12.98
Mass Media	96	23.07
Entertainment Business	54	12.98
Others, such as government organization, service sector advisor, businessman, banker ,etc.	97	23.33
Total	416	100.00

rent personality competency levels of the advertising graduates in every aspects of the 9 competencies. Considering from t-test, the current personality competency levels and the expected personality competency levels, in every aspects had significant difference 0.05 by ranking the Priority Needs Index: $PNI_{modified}$, as 1) appropriate outfit 2) cautiousness and sagaciousness 3) punctuality 4) learning eagerness 5) clever in unexpected problem solving 6) speaking politely 7) good

human relationship 8) creative thinking 9) respecting others' dignity.

From Table 6 Means of the expected moral and ethic competency levels of the advertising and entertainment business graduates were higher than the current moral and ethic competency levels of the advertising graduates in every aspects of the 8 competencies. Considering from t-test, the current moral and ethic competency levels and the expected moral and

Table 3 Analytical result in ranking the current knowledge competency levels of the advertising graduates and the expected knowledge competency levels of the advertising and entertainment business graduates of Bansomdejchaopraya Rajabhat University.

No.	Knowledg Competency	Means of Competency				t-test	P	PNI _{modified}	Ranking
		Current (D)		Expected (I)					
		\bar{x}	SD	\bar{x}	SD				
1	Knowledge in management	2.88	0.884	3.80	0.892	-3.312	0.001	0.32	1
2	Knowledge in economy and marketing.	3.19	1.017	4.02	0.925	-1.882	0.063	0.26	2
3	Knowledge of Arts culture and community	3.14	1.078	3.92	0.959	-2.878	0.005	0.25	3
4	Knowledge in Information Technology, appropriate for the job	3.24	1.002	4.02	0.882	-3.171	0.002	0.24	4
5	General knowledge and current situations	3.25	1.019	4.04	0.908	-1.027	0.307	0.24	4
6	Knowledge in social and environment	3.19	1.088	3.96	0.929	-1.836	0.069	0.24	4

** Significant difference at 0.05

Table 4 Analytical result in ranking the current skill competency levels of the advertising graduates and the expected skill competency levels of the advertising and entertainment business graduates of Bansomdejchaopraya Rajabhat University.

No.	Skill Competency	Means of Competency				t-test	P	PNI _{modified}	Ranking
		Current (D)		Expected (I)					
		\bar{x}	SD	\bar{x}	SD				
1	English ability	3.01	1.046	3.98	0.977	-3.205	0.002	0.32	1
2	Skills in planning and managing the plan	3.04	0.925	0.92	0.931	-3.034	0.003	0.29	2
3	Business management skills	3.08	1.025	3.94	0.933	-2.023	0.045	0.28	3
4	Efficient communication skills	3.21	0.988	4.05	0.914	-1.055	0.294	0.26	4
5	Skills in coordinating and in building good relationship internally and externally.	3.29	0.944	4.13	0.907	-1.112	0.270	0.26	4
6	Skills to integrate knowledge for work implementation	3.17	1.022	3.97	0.932	-0.983	0.328	0.25	5
7	Skills in running public relations for the communication and marketing entirely	3.13	0.991	3.92	0.979	-2.036	0.045	0.25	5
8	Skills in show and event management	3.18	0.967	3.93	0.914	-0.557	0.579	0.24	6
9	Skills in operating the Information Technology and innovations devices	3.32	0.935	4.08	0.896	-0.824	0.413	0.23	7
10	Skills in media design	3.24	0.931	3.96	0.876	0.207	0.837	0.22	8

**Significant difference at 0.05

ethic competency levels, in every aspects had significant difference 0.05 by ranking the Priority Needs Index: PNI_{modified}, as 1) responsibility for oneself and the society 2) kindheartedness 3) honest 4) fairness in evaluating data and information without bias 5) faithfulness 6) not copy others' contribution to sub-

mit as one own 7) generous and 8) under the workplace regulations and principles.

Discussion

The research revealed the competency needs of the advertising and entertainment business graduates

Table 5 Analytical result in ranking the current personality competency levels of the advertising graduates and the expected personality competency levels of the advertising and entertainment business graduates of Bansomdejchaopraya Rajabhat University.

No.	Personality Competency	Means of Competency				t-test	P	PNI _{modified}	Ranking
		Current (D)		Expected (I)					
		\bar{x}	SD	\bar{x}	SD				
1	Appropriate outfit	3.22	1.026	4.01	0.934	0.999	0.320	0.25	1
2	Cautiousness and sagaciousness	3.32	1.031	4.05	0.930	-1.056	0.294	0.22	2
3	Punctuality	3.44	1.175	4.17	0.921	-1.213	0.227	0.21	3
4	Learning eagerness	3.42	1.045	4.13	0.946	-1.624	0.109	0.21	3
5	Clever in unexpected problem solving	3.39	1.043	4.10	0.989	-2.142	0.035	0.21	3
6	Speaking politely	3.46	1.090	4.17	0.948	-2.303	0.024	0.21	3
7	Good human relationship	3.47	1.039	4.13	0.964	-1.703	0.093	0.19	4
8	creative thinking	3.43	0.989	4.07	0.930	-1.561	0.124	0.19	4
9	Respecting others' dignity	3.60	1.100	4.25	0.924	-3.095	0.003	0.18	5

**Significant difference at 0.05

Table 6 Analytical result in ranking the current moral and ethic competency levels of the advertising graduates and the expected personality competency levels of the advertising and entertainment business graduates of Bansomdejchaopraya Rajabhat University

No.	Moral and ethic Competency	Means of Competency				t-test	P	PNI _{modified}	Ranking
		Current (D)		Expected (I)					
		\bar{x}	SD	\bar{x}	SD				
1	Responsibility for oneself and the society	3.21	1.057	4.06	0.953	-1.044	0.299	0.26	1
2	Kindheartedness	3.36	1.039	4.03	0.966	-2.067	0.043	0.20	2
3	Honest	3.50	1.075	4.19	0.971	-2.686	0.009	0.20	2
4	Fairness in evaluating data and information without bias	3.40	1.018	4.07	0.909	-0.571	0.570	0.20	2
5	Faithfulness	3.46	1.127	4.13	0.967	-1.482	0.142	0.19	3
6	Not copy others' contribution to submit as one own	3.47	1.071	4.12	1.005	-0.20	0.984	0.19	3
7	Generous	3.55	1.024	4.14	0.897	0.674	0.503	0.17	4
8	Under the workplace regulations and principles	3.55	.0973	4.17	0.918	-1.136	0.261	0.17	4

**Significant difference at 0.05

in 4 types 33 competencies: 1) knowledge 2) skill 3) personality 4) moral and ethic were in accordance with the employers' expected competencies of the graduates. (Anchalee Thammawijan et al, 2010) Generally, the graduate expected competency levels, which had been grouped as knowledge, practicum ability, moral

and ethic and personality, were in high levels. In addition, Dr. Thunyalak Veerasombat had mentioned the expected competencies of Thai graduates in the AEC (Thunyalak Veerasombat, 2012), were the challenge for the Thai graduates to achieve. Thai youths do not dare to express themselves. They think fast

and rush to react but not too good in communicating, impatient, not able to wait, lack of system to manage their thoughts and no behaving principles, inactive, cannot make decisions and cannot take care of themselves. These can be called lack of adventurous skill which are needed for working abroad. To do so, one also needs to obtain skills in the analytical thinking, problem solving, team working, punctuality and complying with disciplines. In accordance with the Dhurakij Pundit poll, the Dhurakij Pundit University research center, that had reported a research results on the study of the Thai graduate competencies: the expected and the actual ones which were based on the Office of the Higher Education commission (OHEC) announcement of the graduate competencies. The OHEC has announced that the graduate competencies are 1) ethic and moral 2) knowledge 3) skills 4) interpersonal relationship and responsibility 5) skills in numeral analysis, communication and Information Technology implementation. The research results revealed that the graduate competencies did not meet the expectation in all 5 aspects. (Apichai Apichartabut, 2009) Kotler had suggested the staffs' satisfactory process (Kotler, P., 1997) that if staffs had high motivation they would attempted. When they trying hard would produce more task which should lead to get more rewards. They would feel more satisfy in working. Porter and Lowler (Reum Srithong, 1999) suggested a model for satisfaction: the performance led to reinforcement. The reinforcement or reward would cause the satisfactory. The performance outcome was linked to acknowledge of the fair reward.

The results of comparing the expected competency levels of the advertising and entertainment Business graduates and the current competency levels of the Advertising graduates on knowledge competency. Orderly ranking by the Priority Needs Index: PNI modified from the first 3 highest orders which were 1) Knowledge in Management 2) Knowledge in Economy and Marketing and 3) Knowledge of Arts culture and community. Nowadays the graduates must

obtain knowledge in those 3 aspects instantly. It is similar to Dr.Thunyalak Veerasombat's notion, mentioning the expected competencies of Thai graduates in the AEC., which were to study the Culture and History of the neighbor countries, follow the ASEAN information and changes and also activate the ability in using the Information Technology, revising the learning process for total efficiency improvement in order to be able to work with others, especially those of different culture. It means graduates must have knowledge all around: economy, marketing, social and art and culture, so they can manage properly. (Thunyalak Veerasombat, 2012) It is the important strategic advantage of the business world. Thus, the implementation of knowledge, abilities, intelligence, skills and accumulated experience, of staffs in knowledge management of the organization, the business would go on effectively. (Veerawud Makasiranon , 2009) To study the arts culture and community is in accordance with the Creative Economy as suggested in the 11 th National Economic and Social Development Plan. It emphasized the creative thinking added up to the benefit management: value added to service merchandise without spending much resources. On the other hand, creative thinking and management to the acceptance of merchandises and services. (Varakorn Samkoses, 2010) The practicum influenced several countries towards success, especially, the implementation of the arts and culture with the appropriated process, which caused the trend in leading by entertainment then business management would highly uplift the economy. The organization knowledge management would lead to the learning organization that would create the accomplishments effectively. For the idea of the New Human Capital, "5K's Theory" by Prof.Dr. Jeera Hongladarom, said that the Creativity Capital is the power of Imagination and Creativity. They urged us to produce a lot of accomplishments. The evidence confirmed that human imagination created enormous value added. Bill Gate's words are in accordance with Albert Einstein's

remark, "Imagination is more important than knowledge" (Waraporn Choopakdee and Piamsak Kunakornprateep, 2012) Thus, one must have knowledge on economy, marketing, arts and culture and community, applying to business management properly. The knowledge application turns the highest benefit back, especially giving special thoughts to the concept of the creative economy to drive the economy, which is based on knowledge, creative that is connected to the basic of arts and culture objectively.

Comparison expected need competency levels of the Advertising and Entertainment Business graduates and the current competency levels of Advertising Graduates on skill competency. Orderly ranking by the Priority Needs Index: PNI modified, the first one was the English ability in accordance with the revealed data that the graduates had trouble with English ability skill. (Tanaporn Satitpanwacha, 2012) Several institutions specify the English ability as an expected competency. For example, Chulalongkorn University has assigned the graduates to have communication skills. The graduates must be excellence in Thai: listening, speaking, reading and writing, properly to the situation. Their English ability must be in good level for reading and fairly good in speaking, listening and writing. (Department of Encouragement and the Development of Academics in the Education Branch Acquired for the Knowledge, Chulalongkorn University, 2011) Besides, several universities pay attention to the topic, such as Thammasart University has appointed the graduates to have knowledge and skills in the field they are studying and also in the related fields. They must have general knowledge to relate to society. They must be skillful in English and Thai usage. (Department of Encouragement of Academics in the Education Branch Acquired for Knowledge Thammasart University, 2011) Mahidol University has specified the graduates to earn the ability in English: listening, speaking and writing at good level. (Wisdom Application Center, Mahidol University, 2013) Thus, education institutions give

priority to producing the graduates that can think, perform and solve problems properly. The communicative skill is also important.

Comparison expected competency levels of the Advertising and Entertainment Business graduates and the current competency levels of Advertising Graduates on personality competency. Orderly ranking by the Priority Needs Index: PNI modified, the first one was the appropriate outfit. The data of Jobstreet.com claimed that new graduates had trouble with improper manner, too high self confidence (Tanaporn Satitpanwacha, 2012). As the Identity is required, the expected competencies of the graduates, the communication arts, Nation University, are to have the proper characteristic appropriately and professionally. (Nation University, 2011) This confirms that the outer characteristic, in the Thai society, gains the satisfaction when get acquainted, before paying attention to other knowledge and skills. They take time before being able to show the competencies.

Comparison expected competency levels of the Advertising and Entertainment Business graduates and the current competency levels of Advertising Graduates on moral and ethics competency. Orderly ranking by the Priority Needs Index: PNI modified, the first one was responsibility for oneself and the society which is in accordance with the Dhurakij Pundit poll, studying the graduate expected competencies and the actual ones. As The Office of the Higher Education commission (OHEC) appointed, the graduates perform the part of moral and responsibility lower than the criteria. (Apichai Apichartabut, 2009) These are in accordance to the Jobstreet.com data which had pointed out the graduate competencies, that the employers want, are knowledge, English ability, intelligence, moral and ethic, interpersonal relationship, responsibility, communicative skill and the usage of Information Technology. The competency the employers want most are the realization in the value of moral and ethics, dedication and honesty. Next are orderliness, punctuality, responsibility for oneself and

the society, the ability to adjust oneself and the ability to work with others. Then they expect working cautiously and responsibility, not abandon duty, (Tanaporn Satitpanwacha, 2012) in accordance with the study of the expected need competencies of the Communication Arts graduates that the organization want. The most expected need competencies of the organization are the moral and ethic of the good Communication Arts personnel. (Prakaidao Sarigbutra, 2007) Thus, the graduates must be fulfill with knowledge and competencies morally, which is very important as foundation for the country development.

Recommendations

Suggestions for the research result application

The research was to identify the competency needs of the advertising and entertainment business graduates who are graduating in B.E. 2015. It also compared the current competencies of advertising graduates. The suggestions for the professional organizations and the education institutes are

1. The professional organization may use the research result as a guide for staff competency development, preparing the readiness for business changes which might occur in the future. The competencies to be developed immediately are knowledge in business management, the English ability, proper outfit and the responsibility to oneself and social.

2. The education institutes may use research result as a guide to develop the curriculum, associ-

ated to the Advertising and Entertainment Business program. By revising contents in subjects appropriate to situations and prepare students to be the graduates who have the competencies as the labour market want. It gives better chance to get job, in the high competition situation. It also prepares new personnel for the professional organizations.

Suggestions for further research

1. Researchers may do another research, using other population such as the organization staffs of the other Advertising and Entertainment Business: government agencies, national enterprise and private sectors in the service business. It can be a guide to plan the staff development in every aspects, entirely.

2. Researchers may do another research by aiming the target to staffs, up the hierarchical control. The executives may use the research results for business procedure planning. This will lead the organization to the advantage of the competition process, sustainably.

3. Researchers may do another research on studying the changes of Thailand while entering the AEC. It accomplishes the coming changes properly and up to date.

4. Researchers may do another research by add in elements of the professional staffs, the Advertisement and Entertainment Business ones. The variables might be experience, ethics, social responsibility and the professional ethics, which may study from case studies, for the up-to-date academy.

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