

ABSTRACT

I.D. No.: 5729138

Key Words: INSTRUCTOR PROFESSIONALISM, PRIVATE UNIVERSITY

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Dissertation Title: A STRATEGY FOR THE DEVELOPMENT OF INSTRUCTORS' PROFESSIONALISM IN THAI PRIVATE HIGHER EDUCATION INSTITUTIONS

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This study aimed to develop a strategy for the development of instructors' professionalism in Thai private higher education institutions. There were four objectives for this research. The study applied both qualitative and quantitative methods based on the following research objectives: 1) to explore the desired components that constitutes instructors' professionalism in higher education, 2) to examine the current level of instructors' professionalism in Thai private higher education institutions, 3) to determine at what level the components impact the development of professionalism of instructors' professionalism in Thai private higher education institutions, and 4) to propose a strategy for the development of instructors' professionalism in Thai private higher education institutions. Qualitative and quantitative methods were applied during the study including content analysis, questionnaire, semi-structured interview, and focus group. Nine experts were used to validate the content analysis, questionnaire and proposed strategy.

The participants of the study were 364 instructors and administrative staff who represented ten Thai private universities. Content Analysis, frequency, percentages, means, multiple regression, and correlation were used in the research process in order to find a strategy for the development of the instructors' professionalism in Thai private higher education institutions. The study found that the professionalism of the instructors was very

important to the development of teaching and learning. The study also found that the development of instructors' professionalism should have five pillars namely, content knowledge (CK), instructional knowledge (IK), self-efficacy and self-confidence (SEC), ethics and care (EC) and transformational leadership (TL). All these pillars are equally important for the development of instructors' professionalism.

In order to develop the professionalism of instructors, it is necessary to closely examine the assessments of the executives to ensure continuous professional development in which executives in Thai private education institutions are able to use the five important management strategic inner connected tools; which are 1. Understanding 2. Training 3. Learning 4. Progressing 5. Monitoring and evaluating are important tools used to create professional teaching by developing the five pillars of instructors' professionalism. In addition, private higher education institutions in Thailand are recommended to apply the concepts derived from this study to develop the professionalism of instructors in order to further develop the learning management.

