

## ABSTRACT

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**Key Words:** STUDENTS' SELF-EFFICACY, EDUCATIONAL TECHNOLOGY,  
THE MBA FAST TRACK PROGRAM, ASSUMPTION  
UNIVERSITY OF THAILAND

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**Thesis Title:** A COMPARATIVE STUDY OF STUDENTS' SELF-EFFICACY FOR  
THE USE OF EDUCATIONAL TECHNOLOGY  
ACCORDING TO THEIR DEMOGRAPHICS IN THE  
MBA FAST TRACK PROGRAM AT THE GRADUATE  
SCHOOL OF BUSINESS, ASSUMPTION  
UNIVERSITY OF THAILAND

**Thesis Advisor:** DR. YAN YE

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This study aimed to identify and compare students' self-efficacy for the use of educational technology according to their demographics of 215 students from semester 1/2015, 2/2015 and 3/2015 in the MBA Fast Track Program at the Graduate School of Business, Assumption University of Thailand. The study was conducted in academic year 2015. The study used quantitative and comparative research methodologies. This study had three objectives. The first objective was to identify the students' demographics in the MBA Fast Track Program. The second objective was to identify students' self-efficacy for the use of educational technology in the MBA Fast Track Program. The third objective was to compare students' self-efficacy for the use

of educational technology according to their demographics: age, gender and nationality in the MBA Fast Track Program at the Graduate School of Business, Assumption University of Thailand. The researcher used a questionnaire based on Bandura's Self-efficacy theory to address students' self-efficacy for the use of Educational Technology to the MBA Fast Track Program's students at the Graduate School of Business, Assumption University of Thailand. This research concluded that there were no significant differences of students' self-efficacy for the use of educational according to their demographics in the MBA Fast Track Program at the Graduate School of Business, Assumption University of Thailand.



**Field of Study:** Curriculum & Instruction

**Student's signature**.....

**Graduate School of Education**

**Advisor's signature** .....

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