

## ABSTRACT

This study aimed to identify the relationship between human information processing style and effective performance style. Also the study examined similarities and differences in human information processing style and effective performance style of staff in a media and an advertising company in Bangkok.

The three theories are applied as main concept of the study :

- (a) Theory of Dudley Lynch
- (b) Theory of Carl Jung
- (c) Theory of William Reddin

Pearson Chi-square and correlation were used in examining the relationship between Human information processing style & Effective performance style and Demographic profiles & Human information processing style.

The questionnaires, consisted of twenty-eight items referred to perceptions on human information processing style and five items referred to perceptions on effective performance style, were constructed corresponding to the conceptual framework. The questionnaires were floated to all companies in the sample frame. The returned and completed questionnaires were 171 copies represented 85.50 % returned rate of the total floated questionnaires by dividing into 91 completed copies from a media and 80 completed copies from an advertising company.

The findings reflect that there is a significant relationship between human information processing style and effective performance style in the study setting, which reconfirmed previous benchmark studies. I-Control style was the most preferred style for dealing with all effective performance style. The respondent perceived I-Control style as their human information processing style and Related style as their effective performance style. Additionally, it proved that there is no difference between a media and an advertising company in term of human information processing style and effective performance style.

