

ABSTRACT

This study examined the relationships among Communication Sharing (policy, policy implementation, and information on company updates), Cooperation (use of resources, and expertise), and Organizational Alignment (purpose, people, and processes) of a Parent and Subsidiary Companies in Bangkok, Thailand. In order to understand the relationships among these variables, concepts were reviewed and synthesized to form the conceptual framework. A questionnaire consisted of forty-five questions was designed based on the conceptual framework. The respondents of this study were all full-time employees of the Parent and Subsidiary Companies whose business practice support to each other. One hundred thirty sets of questionnaires were distributed, one hundred and thirty completed questionnaires were returned, representing 100 percent of total population.

The research statistical technique used were the descriptive method in order to describe demographic profile of population while Chi-square was used to determine the significant relationship between Communication Sharing, Cooperation, and Organizational Alignment. Overall results analysis indicated that respondents of both Companies showed there is a significant relationship between Communication Sharing and Use of Resources. There is a significant relationship between Communication Sharing and Organizational alignment. Finally, there is no significant relationship between Use of Resources and Organizational Alignment.

The results of findings are summarized and concluded. For recommendation can be the tool or information to develop the organization management or any person who wants to study on the related research in the future.