

**A STUDY OF THE CAUSAL RELATIONSHIP BETWEEN
ORGANIZATIONAL CULTURE OF JAPANESE MULTINATIONALS IN
THAILAND AND JAPANESE-SPEAKING THAI EMPLOYEES'
ORGANIZATIONAL COMMITMENT**

Researcher/Author: Miss Valaya Jaivisarn;
Advisor: Asst.Prof. Dr.Krisda Tanchaisak;
Degree: Master of Science in Management;
School: School of Business Administration; **Year:** 2009.

ABSTRACT

The objectives of this study were to define organizational culture of Japanese multinationals in Thailand from the perspective of Japanese-speaking Thai employees, then to study the level of organizational commitment of Japanese-speaking Thai employees working for Japanese multinationals in Thailand. The causal relationship between perceived organizational culture of Japanese multinational in Thailand and organizational commitment among Japanese-speaking Thai employees was examined as well as difference between genders of Japanese-speaking Thai employees upon the degree of organizational commitment.

This is a causal research with survey questionnaire. The population is Japanese-speaking Thai employees working in Japanese companies in Thailand. The data were collected from snowball sampling method and completed by self-administered questionnaire and email methods. The data were analyzed using multiple regression analysis. Comments from respondents were discussed.

The research results were as follows:

- 1) The majority respondents of this research were female Japanese-speaking Thai employees. The largest age group of respondents was between 27-31 yrs. The length of job service with current employers was mostly in 0-3 yrs.
- 2) From descriptive of statistics, it was found that (1) perceived organizational culture of Japanese organizations in Thailand was passive-defensive type; (2) there was the highest mean in affective organizational commitment.
- 3) On relationship between organizational culture and organizational commitment, it was found that (1) constructive and passive-defensive organizational culture influenced the level of organizational commitment of Japanese-speaking Thai employees
- 4) On difference between genders upon level of organizational commitment, it was found that Japanese-speaking Thai male employees had higher mean than female in level of organizational commitment

Keywords: Japanese organizational culture, organizational commitment and Japanese-speaking Thai employees