ABSTRACT

The main objective of this study is to find the relationship between behavioral change of TOT corporation public company limited and the work attitude of its employees in Corporate Customer Service Department of TOT.

The significant factors of this study are to help supervisors and employees understand about behavioral change in terms of team building, organizational learning and customer orientation and its impact on their work attitude and organization performance, help employees to learn new ways to keep in touch with customers, take advantage of innovations, and help employees to change the way they think and behave about their jobs, careers, and lifelong learning.

The research shows that all values of Pearson Correlation Coefficient was used to measure the level of correlation of each variable. The result was found the higher level of the relationship between behavioral change of TOT corporation public company limited and the work attitude of its employees.

The recommendations made in the study were related mainly to pre OD intervention found that the problems of the current situation of behavioral change of TOT and its employees' attitude in Corporate Customer Service Department after organization change from the state-own enterprise under the control of Transport and Communication Ministry to a public company named TOT Corporation Public Company Limited. For the set of ODI that the researcher used in this study is considered as organization transformation catalytic processes to build the behavioral change in terms of team building, organization learning and customer orientation. Team building focused on the intention to change team members are held accountable for maintaining and improving the processes for which their team is responsible. Organization learning was intended to made employees need to learn organization in new ways for survival and excellence. Finally, organization change requires to keep in touch with customers orientation through comprehensive understanding of how customers learn and behave to use the data to set priorities for quality improvement, and track the effects of quality improvement on customer satisfaction and business performance.