

ABSTRACT

This research is to examine the relationship among Corporate Culture with four different types of orientation (Power Orientation, Role Orientation, Task Orientation and Person Orientation), Job Satisfaction and Job Performance in Thailand's Automotive Component Industry. A silicon rubber keypad manufacturing company in Thailand is singled out as one of the Thai Automotive Component Companies for the study.

A total of 450 set of questionnaires was distributed randomly to 4 levels of staff at this swiss silicon rubber keypad manufacturing company. These are Top management, Middle Management, First Line Management and Daily Operation. The Pearson Correlation for hypotheses testing results shows there is a positive relationship between Corporate Culture in terms of four types of orientation and Job Satisfaction, as well as a positive relationship between Job Satisfaction and Job Performance at this silicon rubber keypad manufacturing company.

The practical implication of this study to management of this silicon rubber keypad manufacturing company is that achieving employees' best performance is the corner stone of the achievement of employee job satisfaction under four different orientation types of corporate culture. In order to achieve the best employees' performance, management should seriously and strategically invest in training how to supervise their employee in terms of people orientation, create better and more receptive work atmosphere to employees, recognize the significance of employees' performance.

The limitations of this study are the findings might not be applicable and representable to Thai local companies, since this silicon rubber keypad manufacturing company is run by foreign national (Swiss). In addition, the fluctuation of personal feeling is also always changing over time, so this research should be applicable best within 2012.