Abstract

The main objectives of this dissertation were 1.) to assess the current situation of Trendy Village (TV), a business-oriented organization, in terms of organizational structure: direction and goals, roles and responsibilities; and organizational process: participation, satisfaction, awareness, moral, and enthusiasm of target respondents, 2.) to design and implement ODI (Organizational Development Intervention) activities to TV by developing its organizational structure and processes to become a start-up social enterprise, and 3.) to determine the difference between Pre and Post ODI activities of organizational structure and organizational process of TV.

From this dissertation, the researcher studied the organizational structure, and organizational process as key determinants and attempted to integrate social enterprise into ODI process. ODI designs for organizational structure are social vision, mission, and goals development, redesigning logo and slogan, designing social job title and job description, and designing organizational chart. ODI designs for organizational process emphasize horizontal communication (Facebook, meeting), promote upward communication (suggestion box), integrate and engage social partners through social workshop and activities, redesign social cultural artifacts, increase downward communication (face-to-face, telephone, email, memo, bulletin board), and design congruent internal & external communication (POP media, leaflet, poster, video, donation box).

The research design in this study employed the action research model with a combination of qualitative and quantitative methods of data gathering from the target respondents in one executive (owner), five members of team, and twenty five vendors. The results were measured by paired t-test statistics to track the state of the organization from before and after ODI. The presentation of empirical results and key findings were summarized as following:

1.) Most respondents were female and have an age range from 21 – 30 years old. Most of them are bachelor’s degree holders and their work experience, or period of renting the project’s space, spans about 6 – 9 months.
2.) The OD intervention could change the respondent’s opinion in a positive way for all factors and five factors which change on respondents’ opinion from ‘Strongly disagree’ to ‘Uncertainty’: roles and responsibilities, moral, enthusiasm, share values and participation, and satisfaction. The remaining factors are direction and goals factors change from ‘Disagree’ to ‘Agree’ and awareness factors change from ‘Strongly disagree’ to ‘Strongly agree’.

3.) For the hypothesis testing, all seven main factors have significant differences for before and after ODI. These main factors could change the respondents’ opinions significantly at one percent significant level.

4.) For the in-depth interview with executive, the respondent felt positive change and considered the social enterprise ODI approach as having positively affected TV’s overall performance.