

ABSTRACT

The objective of this study was to serve as a guideline for management in implementation of leadership style and employees' work values in Siam Video Production Co., Ltd. The thesis examined the relationship between leadership style and employees' work values.

The three groups of respondents in the study were groups of managers and supervisors, officers and entry levels staff of the Siam Video Production Co., Ltd. The number of respondents was 120 persons. In all, after the data collection, 118 of the respondents returned the questionnaires representing 98.3 % of total population.

In this study, the conceptual framework consisted of independent variables which were demographic profile and four leadership styles, and the work values of employees comprised the dependent variable. Parametric and non-parametric statistics such as Spearman, Pearson's Correlation, and ANOVA were used to test the hypotheses set up for the study.

Results from the study showed that out of the four styles, the Task-Oriented Leadership Style and the Creative Leadership Style were the two top leadership styles rated by the respondents. Achievement –Oriented Leadership Style was significantly correlated to Age, and Monthly Income. For the Work Values, the result of the study showed that Pride- in- Work obtained the highest rating while perception on Attitude toward Earnings, got the lowest rating. Age was significantly correlated to Attitude toward Earning, and Pride –in –Work. Attitude toward Earning was significantly different by Age and Monthly Income. Three leadership styles had positive correlations with Pride-in-Work; which were 1) Task – Oriented leadership style as

employees perceived that their bosses insisted on high performance 2) Achievement leadership style as employees perceived that their boss emphasized excellent outcome and 3) the creative leadership style as employees perceived that their boss loved the challenge of staff learning new things. This study showed that respondents from Siam Video Production Co., Ltd. placed high values and were concerned on all leadership styles, except Human-Oriented Style, in relation to Pride-in-Work .

Some of the recommendations of the study included the company training programs for all personnel, including managers, management development to survey goal improvement, proper placement to encourage pride-in-work, and lastly, setting up challenging goals for all concerned in Siam Video Production Co. Ltd.

