

**A Proposed ODI to Improve Motivation and Loyalty among Engineers:****A Case Study of UNC Company****Chanapa Fukbua**MMOD, Graduate School of Business  
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The purpose of this study is to describe and analyze the current situation of UNC Company in terms of improving motivation and loyalty among engineers in an engineering department which had a high rate of turnover. On the basis of the initial assessment, the researcher identified, developed and proposed appropriate OD interventions to improve motivation and loyalty in the UNC Company. Using the action research model, this study at the diagnostic phase used survey questionnaire to collect quantitative data from 30 respondents who were engineers of UNC Company. A statistic program was used to analyze the results of the research by descriptive statistics, average weighted mean and multiple regression. Finding showed that Motivation and Loyalty were interconnected. Therefore, it is strongly recommended to improve intrinsic motivation, loyalty and include career management.

**Keywords:** motivation, loyalty, turnover, intrinsic motivation and loyalty, career management

**Generalities of the study**

There are many motivation theories that try to provide models to find out which factors create motivation for people and encourage them for better performance in their job. In this area there is a challenge that employees have different behaviors and expectations. In addition, the situation in each area is different from others. Effective models of motivation enhance employees' productivity and loyalty which are associated with decreasing turnover among all level of employees in organizations.

One of the important factors for well-being and in order to sustain the organization is developing motivation. Having high loyal employees and providing high level motivation rewards to compensate their efforts is necessary to direct employees toward the targets of organization. In this way, they encourage the employees to remain in the organizations with high performance and achieve the objectives of company with