

ABSTRACT

The general objective of the research were to focus on examining of the factors associated with agency teamwork at American International Assurance Company Limited and to examine relationships between demographic profile and factors associated to teamwork.

Random Sampling was used. Agents in a particular zone in Bangkok area were selected as target respondents. Questionnaire was used to elicit data from agents. The Questionnaire will be comprised of three parts: Part I - demographic profile of respondents, part II - factors associated to teamwork, and part III - ranking on factors associated to teamwork. The returned questionnaires were 300 copies which represented returned rate of 40% and 15% of total agents in the sample frame.

Results from the examining perception on factors associated to teamwork found that overall perception was on the favorable rating. Out of possible eighty correlational relationships between demographic profile and factors associated to teamwork, twenty-three relationships were established. Variables under Task aspect had higher correlations than those of Interpersonal Interaction. Educational attainment followed by number of years agents worked with the company and spent with their team leaders were the demographic variables that were highly correlated to factors contributed to teamwork. Out of possible eighty differences between demographic profile and factor associated to teamwork, sixteen differential relationships were identified. Educational attainment was the major variable that was significantly

difference with factors associated to teamwork. There were rooms for improvement despite overall favorable rating on perception of factors associated to teamwork. The possible drawback would be the hesitation in relation to work and contribution to work.

