ABSTRACT

This thesis explores an empowerment which motivate employee and also associated with job satisfaction in the organization as a means of improving organizational for competitiveness in each situation. The methodology used is a case study of two Thai-owner automobile companies where faces the critical problem after the economic crisis three years ago.

The paper summarizes the factor of empowerment characteristic generally present the issues associated through employee satisfaction when the organizational implement empowerment to their employee.

The result of this study can help them to develop and made the strategies for their employee in increase productivity, product quality and company profitability.