

Abstract

This research studies how trust and individual work performance affect team work performance. This study is based on the Kohlberg's 1972 theory of moral reasoning which identified six different levels of moral development whether it can be right or wrong using the case study of Map Ta Phut Industrial Estate, Rayong province, Thailand. The researcher also examines trust and individual work performance classified by level of moral reasoning to identify the effect of trust and individual work performance towards teamwork performance in each level moral reasoning. The research presents the results of 333 Thai employees who work in Bangkok metropolitan region, Thailand. This research used Convergent Parallel design (Creswell, 2011) as the researcher independently collected and analyzed qualitative and quantitative data at the same time.

The results suggest that trust and individual work performance are both important, and recommend organizations to create and develop trust and individual work performance. Moreover, the morality test should be applied to the applicants who want to work with the firms. As the results show that respondents will always use their moral judgment to apply to every situation which can occur. As a result, organization will have employees who have high level of moral judgment and create positive image of brands, which can increase customer's perception and evaluations and also maintaining a good accountability with customers. These factors will increase purchase intention from customers, increased competitiveness, and improved stock market value which is the ultimate goal of every firm.