

**Research Project Title: THE RELATIONSHIPS BETWEEN EMPLOYEES' CONFLICT MANAGEMENT STYLES AND THEIR JOB SATISFACTION: A CASE STUDY OF ENTERTAINMENT COMPANY**

**Author:** Ms. Nussara Tavipvoradech; **Major Advisor:** Prof. Dr. Chaiyong Brahmawong; **Level of Study:** Master Degree; **Program of Study:** Master of Science in Management; **Institution:** College of Internet Distance Education, Assumption University; **Year:** 2006.

**ABSTRACT**

The objectives of this study were three-fold: (1) to identify employees' conflicts management styles; (2) to identify the employees' job satisfaction, and (3) to identify the relationship between the employees' conflicts management styles in terms of integrating, obliging, avoiding, dominating, and compromising, and their job satisfaction.

Data were collected from a population of 102 current employees who were working at Movie Home Company. Questionnaires were administered in the collection of data. SPSS+ for Windows was used for data processing. The level of statistical significance was set at 0.05. Descriptive statistics (frequency, percentage, standard deviation, and arithmetic mean) and reference statistics (Pearson Correlation) were used in this study.

It was found that the overall conflict management styles of the respondents were rated at the "Agree" level ( $\mu = 3.51$ ,  $\sigma = 0.67$ ). Also, the overall job satisfaction of the respondents was rated at the "agree" level ( $\mu = 3.65$ ,  $\sigma = 0.87$ ). The results of hypotheses revealed that integrating, obliging, avoiding, and compromising yield positive correlation to job satisfaction. In contrast, there is no significant relationship between dominating and job satisfaction of the Movie Home Company employees.

**Keywords:** Conflict management, Job Satisfaction