

ABSTRACT

The main objective of this study is to find the impact of organizational development interventions (ODI) on management effectiveness in terms of organizational communication and teamwork of ABC (Thailand) Ltd – Bangpoo Factory. The significant benefits of this study are for the management team, it could re-organize the organizations management to take better steps with the clearer directions. The study is also significantly beneficial for the employees, it informs and lets the employees understand more about organization management and encourages them to corporate in activities.

The study is conducted objectively by using primary data from observations and OD questionnaires were distributed to 11 people from the management level and 39 people from middle management levels.

The study on pre OD intervention found that the problems of organizational communication in the company were related to communication channels and communication flows. While the problems of teamwork were related to responsibility and accountability, and delegation. The OD interventions that were applied to the study are training courses and workshops. On the other hand, there is a significant difference in pre and post OD interventions.

In conclusion, the OD interventions have helped all of the top management and middle management levels to achieve improvement. Achieving of cognitive and behavioral levels would be possible if OD intervention implementation has continuously

proceed in the ongoing process. The recommendation is that the management should always consider what are the appropriate communication channels, they are face-to-face meetings and e-mails, to communicate their messages and how the messages flow, they are upward and downward effectively for getting the best results. Also, the management should build a friendly atmosphere in the workplace by arranging the activities which encourage to tighten the relationship and synergy of all the workforce to reach the company's goals, for example, set up team building and outing activities once a year in the company's activity plans.

