

## ABSTRACT

This research is on “The Impact of Organization Development Intervention on Employee Motivation and Communication Process: A Case Study of Blue Jeans Company” The objectives of the study are:

1. to describe and analyze the current situation of Blue Jeans Company, to conducted diagnosis of the company on the employee motivation and communication process
2. to implement appropriate ODI based on the diagnosis conducted
3. to determine the impact of organization development intervention on employee motivation and communication process
4. to determine the extent of effectiveness on employee motivation and communication process before ODI and after ODI, and
5. to implement suggested ODI to address issues on employee motivation and communication process.

Both primary and secondary data were used. For primary data, the researcher conducted the observation and interview sessions, and administered survey questionnaires. The survey questionnaires targeted 69 employees from all departments. The questionnaires were distributed during Pre-ODI and Post-ODI.

The main findings for pre-ODI showed that employee motivation was dissatisfy which related to the absenteeism and turnover rate of employees. The communication process was dissatisfy due to there were disruption of filling-out form and employee lack of Basic English skills.

The proposed ODI activities have been implemented for two months which included effective rewards system, 5S program, leadership and management program, and team building program. Another two programs were the improvement of ordering form and a Basic English training program.

The result of the post-ODI assessment on the employee motivation and communication process illustrated that there is satisfactory for employee motivation and a reasonably good communication process. The organization development interventions have impact on employee motivation and communication process.

The recommendations for Blue Jeans Company are to regularly monitor the results and to keep continue implementing the ODI activity as following in the action plan. Therefore, the proposed new ODI included introduction for on-the-job-training, job rotation ,keep record of morning brief and weekly meeting, set up the evaluation performance to the management team, sport day and party at the end of years, career development, and computer and customer database