

ABSTRACT

The main purpose of the thesis is to study the present type of organization and the envisioned type of organization that would be developed in this research. Also, the thesis covers the development in three(3) divisions, which are Accounting Information System (AIS), Information Communication Technology (ICT), and Human Resource Development (HRD). The study is about the impact of ODI in three(3) operating system in the karaoke business.

The study covers seven(7) branches of karaoke business in Bangkok out of which 575 sample respondent were randomly selected from 750. The data gathering tool such as a questionnaire pilot tested with reliability at 0.6 Alpha. Interviews and observation were conducted before during before and after ODI. To analyze the quantitative data and determine impact ODI on the operation system of karaoke business, the SPSS program with include mean, standard deviation and T-test.

The OD intervention include the installation of Accounting Information System, Information Communication Technology for the Management Information System and the conduct of Human Resource Development program.

The result of the action research are: a) increased efficiency of Accounting system b) increaed effectiveness of Management Information System c) increased efficiency, effectiveness, and ethic of the staff.