

ABSTRACT

The main objective of this thesis was to study the impact of organizational development interventions (ODI) on awareness and collaboration of knowledge sharing activities of Thailand Productivity Institute (TPI). This paper is presented following of the three stages of research's conceptual framework which are diagnosis stage or pre OD interventions, OD interventions implementing, and the last stage is analysis of the difference between pre and post OD interventions.

Due to the fact that the selected company is a knowledge-based organization or a consultancy company, most of the jobs is concerned about knowledge and information delivery. Hence, the researcher has believed that the management of knowledge directly influences performances outcome such as products quality and customer services. Therefore, any techniques or methods which sustain knowledge growth, knowledge sharing and knowledge distribution are key to the success of today's organization. That's called Knowledge Management (KM). Also, in this research study, the researcher concentrates on knowledge sharing study in order to create the awareness of knowledge sharing as well as to create the collaboration on knowledge sharing activities by using KM techniques in the selected private organization (as a case study).

The significant benefits of this study are for any person or organization as a tool as well as serves as an example for providing guideline for converting employee's knowledge such as tacit knowledge to value of organization performance. Besides, it would serves as an example of appropriate ODI that leads to higher productivity and to increase organization effectiveness.

The study was conducted by using quantitative approach based on questionnaire survey which was distributed to 40 people focused on Training and Consulting Division, as well as, qualitative approach by conducting interview session with 10 representatives, 6 of whom were consultants. To analyze the quantitative data and determine the impact of ODI on awareness and collaboration of knowledge sharing activities, the SPSS program which include mean, standard deviation and paired sample T-test was used.

The study on Pre OD interventions found that there were gaps of the awareness on knowledge management among the staff since they didn't clearly understand what knowledge management is. While, some didn't know how to share as well as didn't aware that what they know would be beneficial to others. Lack of communication channel also found because some said that they have no idea where to get the information they needed.

The OD interventions that were implemented to the study are in-house training on the related topic of knowledge management and knowledge sharing, setting up break zone, electronic public relation, community of practices or COPs activities, and after action review or AAR activities. On the other hand, there is significant difference between pre and post ODI.

In conclusion, since ODI is the continuous process which needs to practice and refresh often in order to maintain as well as to make the organization always active. So, the recommendation is that the management should try to keep some activities in focus, such as Break Zone activities, COPs activities, Electronic Public Relation and AAR activities, in order to maintain the situation of knowledge sharing.