

## ABSTRACT

This study focused on determines the relationship between organizational communication and effective teamwork in ABC (Thai) Ltd. To answer the research objectives, two independent variables, i.e., demographic profiles (gender, age, education, employee level, work location, and number of years working) and organizational communication (downward, upward, and lateral communication) were used. The dependent variable set for the study was the effective teamwork (clear goals, role and responsibility, leadership behavior, collaborative, open communication, and support and trust).

The research reviewed several areas of literature on organizational communication theories, and theories related to team, teamwork, and effective teamwork. The population of this study was composed of Sales and Marketing employees at ABC (Thai) Ltd. Questionnaire survey and research interviews were used to collect data from respondents. The survey was a pretest for validity and reliability, using twenty agents.

The study found that staff members of ABC (Thai) Ltd. rated as favorably on all three factors of Organizational Communication, i.e. Downward, Upward, and Lateral Communication. In term of Effective Teamwork, the respondents of ABC (Thai) Ltd. rated as strongly agreed level only three variables of Effective Teamwork, i.e. Clear Goals, Role & Responsibility, and Collaboration. Three of the remaining factors, Leadership Behavior, Open Communication, and Support & Trust were rated as agreed and can be seen as an improvement areas for improving effective teamwork in organization.

The finding demonstrated a correlation between Organizational Communication in terms of Downward, Upward, and Lateral Communication that have significant relationships with Effective Teamwork in terms of Clear Goals, Role & Responsibility, Leadership Behavior, Open Communication, Collaborative and Support & Trust.

The statistical findings and suggestions from respondents on the open-ended question and interviewed were summarized, concluded, and presented to management of ABC (Thai) Ltd. The recommendation were that the company should not only focus on investment of communication technology but also improvement on developing self-managing work teams, increasing employees involvement, and inspiring management level to increase two-way communication with subordinates.

