

ABSTRACT

The research topic “The Impact of ODI on Management Competence, Employee Motivation, Employee Involvement, Conflict Management, and Commitment to Change in Apex Toys Company” is chosen because ODI is important in every organization. The research objectives are 1] to analyze the current situation of the company, 2] to conduct the diagnosis of the company on management competence, employee involvement, employee motivation, and conflict management, 3] to determine the impact of ODI on these issues as well as proposed new ODI.

The research study focused on the issues of management competence, employee motivation, employee involvement, conflict management, and commitment to change at Apex Toys Company. Both primary and secondary methods have been used. For the primary research, the researcher conducted the interview sessions, focus group and questionnaire surveys. The questionnaire survey targeted at 223 staffs in different departments. The questionnaires have been distributed during the pre ODI and post ODI periods.

Various literatures reviews have been used in this research on topics such as the ODI theory, motivation theory, and so on. The conceptual framework divided into three phases: pre ODI, ODI implementation and post ODI. The brain map theory has been included for a better understanding of how people think and behave.

The main findings are as follow, 1] the management competence in term of communication, coordination, and team work before ODI, the mean scores were very low. People did not have high management competence. The ODI activities are to have the

team building activities. The results after ODI turned out to be very high mean score. It showed that there is a significant different between pre and post ODI.

2] The level of employee motivation before ODI was very low. The ODI activities are using the motivational approach and the reward system. The result after post ODI is very positive. It can be concluded that there is a significant different between pre and post ODI.

3] The level of employee involvement before ODI was negative. The ODI activities are to change the management style to participative management and introduce employee empowerment and delegation of works. The results after ODI are very positive. Thus, there is a significant different between pre and post ODI.

4] The level of organization conflict during pre ODI was very high. The ODI activity is to have workshop on Johari Window for the top management level. The results came out very positive. It can be concluded that there is a significant different between pre and post ODI.

The recommendation is to keep practicing the present ODI activities because it proved to be successful in somehow. However, ODI are the ongoing activities, it cannot give the ultimate results within three months. The company needs to have regular monitoring the results. The proposed new ODI are to concern more about the reward system and to set up the ODI team to manage the ODI activities for better result.