

ABSTRACT

This research has been conducted to identify the factors related to organizational factors and employees' performance effectiveness of Siam Makro Public Company Limited.

The objectives of this study are 1) To diagnose the current situation, functioning and performance of the company as a human social system; 2) To determine the perception of employees' performance effectiveness in the company; 3) To study the correlation between the organizational factors and employees' performance effectiveness; 4) To identify the correlation between the demographic profiles and employees' performance effectiveness and 5) To come up with recommendations for appropriate OD intervention.

Two hypotheses tested in this research are 1) The correlation between the organizational factors: interpersonal communication, leadership styles, compensation and working condition and employees' performance effectiveness: accountability, career advancement, time management and work result and 2) The correlation between the demographic profiles and employees' performance effectiveness.

The research has used quantitative and the qualitative in analyzing the data. Descriptive statistics (percentage and frequency) are used in describing of respondents particularly the demographic profiles. Descriptive statistics (mean, standard deviation and rating) are used in describing perceptions on organizational factors and employees performance effectiveness. The correlation research is used to determine the relationship between independent variables and dependent variables. The sample size represents the total selected group for the study. The targeted sampling of from

employees in the organization is 132 persons because the number of employees is 200 nine core divisions.

The results of the study shows that most of the respondents' perceptions to organizational factors in terms of; interpersonal communication, leadership styles, compensation and working conditions affect employees' performance effectiveness especially, perception of employees on working condition, which concerns the company which does not provide a sufficiently healthy working environment, and equipment to support work and comfortable working condition. The demographic profiles in term of marital status is important factor to employees' performance effectiveness.

The recommendation is to conduct further research, which would lead to the OD intervention plan that the researcher would propose to the organization in order to develop the organization and increase the employees' effectiveness for successful organization at the same time.

