

SELF-EFFICACY AND NEGOTIATION SKILLS OF THAI BUSINESS MANAGERS

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The purpose of this study was to investigate the level of self-efficacy and negotiation skills of Thai business managers. The relationship between self-efficacy scale and negotiation skills was examined in the study. The demographic variables of gender, age, education level and years of working experience were selected for the study.

The population for the study was taken from the exporter's list of Department of Export Promotion, Ministry of Commerce. The respondents for this study were the 462 business managers who attended the seminar at the Department of Export Promotion during the month of July and August 2004. Two instruments, the Self-efficacy Scale, and International Business Negotiation Skills were used for this research. The major findings from the study were as follow:-

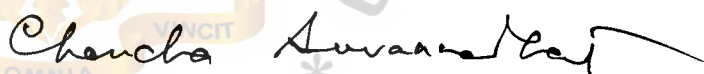
1. Fifty two percent of the participants had self-efficacy in a low level
2. Fifty seven percent of the participants had negotiation skills in a low level
3. The mean score of self-efficacy scale was 65.61 while the mean score of negotiation skills was 28.09
4. A significant relationship was found between level of self-efficacy and negotiation skills at .05 level of significance

5. A significant difference was found between self-efficacy and four demographic variables of gender, age, education level, and years of working experience.
6. A significant difference was found between negotiation skills and three demographic variables of age, education level, and years of working experience.

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