

## **ABSTRACT**

As human differences in characteristics such as thinking preferences and behaviors can affect their professional careers, IT people with differences in their background and characteristics possess different career paths. This study focuses on how inner characteristics and personalities affect IT professionals in Thailand. The characteristics focus on brain thinking or thinking preferences and personalities focus on Big five personalities theory to find out the effective career path model or called “13 Kings Model” for the 9 categories of IT professional in Thailand. The major characteristics of Thai IT professionals were identified in order to create the model “13 Kings Model” for successful Thai IT professionals.

This study is exploratory and a formal study using surveys to find out the model of thinking preferences and the big five personality theory for successful IT professionals. Moreover, this study also uses quantitative analysis methods by using a self-administered questionnaire that is collected from respondents who work in IT departments in organizations in Thailand. Statistical method was used to verify and validate the model using large groups of varying types of IT professionals in Thailand. The “13 Kings Model” was then reconfirmed using the unseen testing subjects.

The 13 Kings Model can help the Human Resource Department in each organization to find the right person to match the right job, reduce unnecessary training cost in each year, and develop human resource planning. The result also showed that the model was useful for Thai IT Professionals who would like to plan and find the suitable or preferred jobs for their future successful career path.