

ABSTRACT

At the difficult economic situation during year 2008 and in the beginning of year 2009, Udon Mastertech Co. had sales decline about 60 percent and the turn over rate of the special skill employees in the operation was increasing. This research was conducted to determine the cause of the problem and to describe and analysis the corporate growth. Four areas were chosen by the researcher and the management team to clarify the situation, (1) employee commitment, (2) employee motivation, (3) job satisfaction, and (4) job performance.

This research was conducted using the action research model to gather the data. The primary data was collected by: interviewing with seven Udon Mastertech executive, questionnaires collecting from 199 Udon Mastertech's employees, and observation. The two methods were conducted twice, before and after the ODI.

The objective of this thesis is to: (1) to describe and analyze the corporate growth, (2) to assess, analyze and determine the level of employee commitment, employee motivation, job satisfaction and job performance, (3) to develop and implement an appropriate ODI based on the analyses, (4) to identify the impact of ODI on employee commitment, employee motivation, job satisfaction, and job performance before and after ODI.

After eight months, ODI phase which included: Formal and Informal Meeting, Training Activities, Work Shop, Rewards, and Special Activities and finding of the Post-ODI. The level of employee commitment, employee motivation, job satisfaction and job performance had significantly increased.

With the results, the recommendations were made to the management team to

continue working on the proposal activities: (1) future leadership class for the managers for their growth, (2) future own branding and future OD for the new marketing department, (3) plan to have a training department in the company with the OD, (4) the OD interventions in term of clear vision or future search for the managing director, and the managers are the great topic to conduct. Even this research could not improve the Udon Mastertech performance dramatically, it provided the ideas and guideline of the activities to the management team to develop and implement to the employees for better employee commitment, employee motivation, job satisfaction and job performance.

