

ABSTRACT

The main purpose of this thesis is to study the impact of organizational development interventions (ODI) on teamwork attitude, team effectiveness, and communication of Sahasinthai Co., Ltd (for both Nonthaburi and Prathumthanee branches)

The study was conducted by describing the qualitative data gathered from the interview session and analyzing the quantitative data gathered from the questionnaire. To test the hypotheses, the paired sample test was used and run through the SPSS program.

The study on pre OD intervention found that the sales staffs of Home Mart were disconnected among teams, since the job and commission pay divide were considered on product segments; thus in such disconnected teams, it also led to lower team performance and ineffective communication consequently.

The OD intervention that was implemented for this study are in-house training on the topic related to team improvement associated with some OD activities such as team building, sports, product training among teams, and daily morning briefing. With all these activities, there was a significant difference between pre and post ODI.

In conclusion, since the OD interventions were implemented in the organization, the employees at all levels including the top management were more aware of both external and internal environment. In addition, the implemented OD interventions were practiced regularly in order to reinforce the organization to be a team based organization.