

## Abstract

Corporate culture is considered as one of the most significant underlying factors for employees' behavior in organizations. It directs people for what to do and knowing what comes first when an incident happens. It is very pervasive and the easiest resistance to change, therefore it is chosen as the main studying object and the independent variable in this study.

This research consists of two other variables, which are employee work commitment and internal communication. These two aspects are essential to performance and efficiency in an organization, and most of all they are deeply influenced by corporate culture. Therefore this study is aiming at researching the relationships between corporate culture, employee work commitment and internal communication and eventually proposing appropriate OD Intervention to the researching business unit.

The researcher chose JQ Company as the researching business unit. It is a new acquisition of a Chinese spirit company by a famous Thai company. The fact that it is in its transformation of organization development and cultural change process drew the attention of the researcher. Hence, observation, interview and survey questionnaires have been used to test the situation of this company by the researcher. After data was collected from all, an integrated analysis was given to the research.

The main finding from analysis proved that HA1: There is significant relationship between independent variable, which is corporate culture, and dependent variables namely, work commitment, and internal communication. HA2: There is significant

relationship between employee work commitment and internal communication. Nevertheless the SPSS test showed that the correlations among the three variables in this case study are weak.

Lastly, the researcher gave recommendations on how to align corporate culture with employee work commitment and internal communication. Moreover, OD Interventions were proposed for better improving employee work commitment and internal communication, and hence to enhance the correlation among these three variables.

