

ABSTRACT

This is a study of organizational structure and management approaches in relation to employees' job satisfaction. The research was conducted at supervisor and general staff levels of TA Orange Thailand. The organizational cultures in this organization are based on the co-option of role and power culture coordination of multinational organizational source. The organization is a conglomerate as it is a merger of a national and an international organization. This has led to a distinctive innovative management approach.

The study conducted focused on the reflections of the new organizational culture and management approaches and its beneficial outcome relating to employees' job satisfaction. These factors are correlated with study of two independent variables, organizational culture and management approach and one dependent variable, employees' job satisfaction.

It was found that in the cases of employees' perception on organizational structure and role culture the acceptance was high. However, in the case of power culture the distribution was variable concerning decision-making. The overall assumption is that the workers are only in moderate agreement with the system with regards to salary, type of work, work situation and job satisfaction.

This work is implemented as a step in the direction for building a better coordination and understanding of the work situation in the organization for future development.