

The relationship between organizational factors and organizational citizenship behavior : a case study of B. Grimm Group Thailand

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Abstract

The study incorporates one of the largest and earliest German companies in Thailand, The B. Grimm Group. The objective of this research was to investigate the relationship between independent variables strategy, structure, work-related perception, motivation, ability, social perception, culture and dependent variable organizational citizenship behavior of B. Grimm Group Thailand. It is anticipated that this study will contribute positively to the research in the field of business management and human resource management in Thailand.

From a population of 800 employees, a sample of 277 employees of B.Grimm Group was drawn for the study. The researcher used non-probability, convenience- sampling method. Descriptive research method was used and hypotheses testing with self-designed, structured questionnaires. To analyze data, descriptive statistics were used to measure the demographic factors, while inferential statistics, specifically Pearson's product moment correlation was used to investigate the relationship between seven organizational factors and organizational citizenship behavior.

A detailed case study of B.Grimm Group employee's perception from the perspective of selected variables of organizational factors and its association with organizational citizenship behavior is presented. The results from the findings indicate that there is significant relationship between all seven organizational factors and organizational citizenship behavior. The research concludes by summarizing the key features of the organizational factors and areas that need more focus and attention to enhance and improve organizational efficiency.