

ABSTRACT

The main objective of this exploratory study was to find the impact of organizational development intervention on the effectiveness of corporate governance of a family enterprise. This piece of work may add to the almost non-existent Thai literature on three key themes pursued throughout the study: analysis of as-is situation in the organization before ODI, OD Intervention in action, and analysis of the differences between pre and post OD Intervention.

The study was conducted solely from primary data based on questionnaires, for the 76 respondents, 6 of whom were in management level.

The study found out that there is no clarity in organizational vision and mission, organizational values and beliefs but after OD Intervention had been put in practice, there was significance difference in the clarity of vision and mission as the mean has increased. On the other hand there is no significant difference in organizational values and beliefs after ODI had been taking place. In addition, on the transparency degree in terms of decision-making, communication, responsibility and accountability, there are significant differences after OD Intervention as the findings revealed.

For the first time implementation of the ODI to the company, the result came out in a positive way where managements were satisfied with the outcome and the feedback of the employees towards the training and their working style to be more cooperative. However ODI is a continuous process which needs to practiced and refreshed very often in order to make the company active all the time. So the recommendation is trying to keep some activities, such as job delegation and

empowerment, and team building workshop in order to keep the collaboration among the team.

