

# ABSTRACT

This research focuses on Organization Development Intervention of practical situations of a garment manufacturer in Thailand with the introduction of garment history and background information related to the overall context of textile industry. As the garment industry is playing an important role in many developing countries nowadays because of the work's characteristics, including labor-intensiveness and a low technological background requirement, garment production has become the major 'entry' industry for developing countries into the world markets. In fact, the textile and garment sector is the single largest source of manufactured exports by value from developing countries. Furthermore, the causes of the various problems occurred in F.A.Y Company Limited has been investigated and solved through organization development intervention, as well as accessing and analyzing the employee's engagement and productivity levels in order to develop, design and implement measures to determine the impact of ODI and to improve the organization effectiveness. This solution is implemented in order to increase productivity and employee engagement since productivity and employee engagement are the major concerns of the whole company. The researcher used action research for the research methodology, which is described as an informal, qualitative, formative, subjective, interpretive, reflective, and experiential mode of inquiry. Additionally, the instruments used in this research were questionnaires, interviews, observations and performance reports for the data collection with qualitative and quantitative research analysis with the total population of 126 subjects out of 654; fourteen subjects are the officers associated in ODI workflow process including 2 Management, 2 Sales, 5 Merchandisers, and 5 Purchasers at Sathupradit, and the other 112 subjects came from the factory in Sathupradit.

The research findings are divided into three phases: 1) Diagnose current situations and analyze Productivity and Employee Engagement in F.A.Y Company Limited, 2) Identify, develop, and implement ODI, and 3) Monitor and evaluation show the change proposed and carried out in this company or the Organization Development Intervention implementation had improved the Company's profitability, employee's loyalty and has reduced staff turnover rate, training costs, and administration costs. When the problems were discovered, organization development intervention was applied in the operation of F.A.Y Company Limited, which is compared to its contemporaries of similar sizes within the same industry. The researcher proposed the recommendation that the problems occurred in this research should be tackled with the right instruments. Moreover, the company should also keep performance reports by section and monitor it daily, monthly and quarterly. Throughout the process of organization development, employee involvement or engagement should be encouraged since it helps improve communication and coordination between departments. In conclusion, this research proved that employees have learned a great amount from tailoring assessments; as a result, all of these factors help enhance the Company's efficiency.