

ABSTRACT

This study is to improve performance on Thai Information Technology personnel during the management culture changes. Since the middle of 1997, many Thai companies face financial problems. Many of these companies merged with international companies to strengthen their financial status and business continuation. This brings multi-culture management to Thai companies. Performance of organizations and individuals depend on management. Therefore changes of management will affect both organizations and individuals. This study will provide successful way to improve performance during management change into a multi-culture management. This study chooses multi-culture management impact on Thai technology personnel because this is a current situation in Thailand. The research can help to guide many Thai technical personnel to achieve success in the new management. This will also introduce the new area for other students and professionals to obtain more details of cause and effect due to management changes and individual achievement.

This study concentrates on Thai technical people in Information Technology (IT) area. They have a strong sense of technology innovation and are practicing strong Asian culture. Therefore, when management culture is changed, they face new challenges for future self-improvement and achievement. Organization performance is also related to those individual performances. Therefore, multi-culture management will introduce improvement in performance of the individual and the organization. To observe these changes and improvement, the research on both previous study on relative field and observation on companies of those management is changed due to economic instability. Company performance data are collected from randomly selected sample companies.