

Jadsadapong Rungwanichkul 2010: Organizational Commitment of Employee in Electricity Generating Authority of Thailand Towards Corporate Social Responsibility Concept. Master of Business Administration, Major Field: Business Administration, Interdisciplinary Graduate Program. Thesis Advisor: Associate Professor Preeyanuch Apibunyopas, Ph.D. 140 pages.

The objectives of this research were to study the factors affecting the organizational commitment of the employees in Electricity Generating Authority of Thailand with respect to personal factors, job characteristics, organizational structures, working experience and corporate social responsibility. In addition, the relationship between corporate social responsibility and organizational commitment was examined.

Samples of this research consisted of 403 employees in Electricity Generating Authority of Thailand. Data collected by using questionnaires and analyzed by descriptive statistics: frequency, percentage, arithmetic mean, standard deviation, t-test, One-Way ANOVA and Pearson Product Moment Correlation Coefficient, at the .05 level of significance.

Research results indicated that employees in Electricity Generating Authority of Thailand had high level organizational commitment. Level of job characteristics was high. Level of organizational structures, working experience and corporate social responsibility were moderate. The personal factors such as age, marital status, education and salary, affected to the organizational commitment. Job characteristics, organizational structures, working experience and corporate social responsibility related to the organizational commitment in the same direction. Whereas the corporate social responsibility factor had the highest relationship among all factors.

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Thesis Advisor's signature