

Chantima Benjarat 2007: The Relationship Between Locus of Control, Personality, Decision Making Behavior and Career Success of Industrial Entrepreneurs in Entrepreneurship Development Programme. Master of Science (Industrial Psychology), Major Field: Industrial Psychology, Department of Psychology. Thesis Advisor: Mr. Tassana Jaichumchuen, M.S. 138 pages.

The objectives of this research were to: 1) to study the levels of locus of control, personality, decision making behavior and career success of industrial entrepreneurs, 2) to study the relationship between personal factors, locus of control, personality, decision making behavior and career success of industrial entrepreneurs. The samples were 228 industrial entrepreneurs in Entrepreneurship Development Programme. Data were collected by personality test and questionnaires. The statistical test used for analysis were percentage, mean, standard deviation, t-test, F-test and Pearson's product moment correlation coefficient.

The results showed that: 1) the industrial entrepreneurs had internal locus of control, high levels of decision making behavior and career success. 2) The industrial entrepreneurs had personality tend to be outgoing (A+) less intelligent (B-) emotional (C-) humble (E-) venturesome (H) practical (M-) self-sufficiency (Q2) and controlled (Q3+). 3) The industrial entrepreneurs in different marital status, types of business ownership and business experience showed difference in decision making behavior at a statistical level of .05, while age and periods of present time as an entrepreneur were significantly related to decision making behavior at a statistical level of .05. 4) The industrial entrepreneurs in different types of business ownership showed difference in career success at a statistical level of .05. 5) Locus of control was significantly related to decision making behavior and career success at a statistical level of .05. 6) Personality factors A, C, H Q2 and Q3 were significantly related to decision making behavior and career success at a statistical level of .05. 7) Decision making behavior was significantly related to career success at a statistical level of .05.

C. Benjarat

Student's signature

T. Jaichumchuen.

Thesis Advisor's signature

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