

Kanokwan Obcheiy 2007: The Relationship Between Self Esteem, Personality, Adversity Quotient 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. 164 pages.

The objectives of this research were 1) to study the levels of self esteem, personality, adversity quotient and career success of industrial entrepreneurs; 2) to study the relationship between personal factors, self esteem, personality, adversity quotient 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 moderate level of self esteem, high levels of adversity quotient 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 education levels, marital status and types of business ownership showed significant difference in adversity quotient at a statistical level of .05, while age and periods of present time as an entrepreneur were significantly related to adversity quotient at a statistical level of .05. 4) The industrial entrepreneurs in different types of business ownership showed significant difference in career success at a statistical level of .05. 5) Personality factors C, H, Q2 and Q3 were significantly related to adversity quotient at a statistical level of .05. 6) Personality factors A, C, H, Q2 and Q3 were significantly related to career success at a statistical level of .05. 7) Self esteem was significantly related to adversity quotient at a statistical level of .05. 8) Self esteem and adversity quotient were significantly related to career success at a statistical level of .05.

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Thesis Advisor's signature

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