

4385204128 : MAJOR DEVELOPMENT COMMUNICATION

KEY WORD: PUBLIC RELATIONS / TREND / PTTPLC

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(2002 - 2012) THESIS ADVISOR : ASSOC.PROF.THANAVADEE BOOMLUE, Ph.D, 174 pp.

ISBN 974-17-0458-5

The purpose of this research is to examine the public relations status and trend of PTT Public Company Limited (PTTPLC) in the next decade (2002 – 2012), according to the view of the public relations experts by means of EDFR (Ethnographic Delphi Future Research) technique. The data has been collected from in-depth interview and self-administered questionnaire with 25 public relations experts.

Findings :

1. At present, PTTPLC public relations is more reactive than proactive, emphasizing product promotion and corporate image building but under management system.

2. The image of PTTPLC as perceived through mass media is a large important and trustworthy organization, responsible for nation's energy. Being professional and a good corporate governance. Moreover, PTTPLC cares for the environment. However, protest on pipeline project damage image.

3. The strength of PTTPLC is a well-accepted organization, having high quality products and officers. Weakness is its inflexible management system. Being Thai company with government supports is their opportunity. However, it is under government control and sanction as its threat.

4. Public relations tendency is to create investment relations and proactive activities, ensure its being public company and the autonomy of management, public relations is the function of the executives.

5. Suggestion from public relations experts are to develop a clear, proactive public relations plan, frequently and continuously supply information to target groups, develop public relations skills and finally the executives must understand public relations as important administration tool.

It is believed from the findings that the public relations of PTTPLC in the next decade will play an active role along with their privatization and function well under circumstances of economic and social change as proposed by public relation experts.