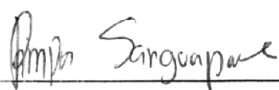


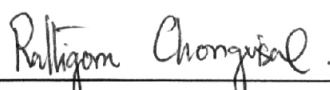
Pimporn Sanguanpongse 2006: The Relationship among Leadership, Organization Culture, Attitude toward Quality Management System ISO 9000 and Business Success of Small and Medium Enterprises: A Case Study of Enterprises' Members of Thai Subcontracting Promotion Association. Master of Science (Industrial Psychology), Major Field: Industrial Psychology, Department of Psychology. Thesis Advisor: Assistant Professor Rattigorn Chongvisal, Ph.D. 134 pages. ISBN 974-16-1801-8

The objectives of this research were to study level of Leadership, Organization Culture, Attitude toward Quality Management System ISO 9000 and Business Success of Small and Medium Enterprises, the relationship among Leadership, Organization Culture, Attitude toward Quality Management System ISO 9000 and Business Success of Small and Medium Enterprises the predictive variables of Small and Medium Enterprises. Samples were 103 Enterprises' members of Thai Subcontracting Promotion Association. Data was collected by questionnaires of Leadership, Organization Culture, Attitude toward Quality Management System ISO 9000 and Business Success of Small and Medium Enterprises. The data analyzed by statistical package for social science computer programs. Statistical parameters used in the research were percentage, mean, standard deviation, Pearson's product moment correlation coefficient and multiple regression analysis.

The results of the research had showed as follows: 1) level of Leadership, Organization Culture, Attitude toward Quality Management System ISO 9000 and Business Success of Small and Medium Enterprises were at high level. 2) Leadership, Organization Culture, Attitude toward Quality Management System ISO 9000 had significant positive relationship with Business Success of Small and Medium Enterprises at .01 level ($r = .42, .86$ and $.75$ respectively). 3) multiple regression indicated that leadership, organization Culture, attitude toward Quality Management System ISO 9000 could significant predict 55.00 % of success in business at the .01 level



Student's signature



Thesis Advisor's signature

18 / May / 2006