Natsinee Sansuk 2007: Factors Influencing Effectiveness of Assurance Agency Leader in Life Insurance Business. Master of Science (Industrial Psychology), Major Field: Industrial Psychology, Department of Psychology. Thesis Advisor: Assistant Professor Jumrong Ngerndee, M.Ed. 158 pages.

The objective of this study were: to study the level of effectiveness in a life insurance business and self-esteem and ethics at work of assurance agency leaders; to determine the influence of personal data on effectiveness in a life insurance business of assurance agency leaders; to study the relationship between self-esteem and ethics at work, and effectiveness in a life insurance business of assurance agency leaders. The sample group for the study consisted of 292 assurance agency leaders who worked at Life Insurance Public Company Limited, in 2006. Data were collected by a questionnaire and rating scale. Analyses of data were performed with statistical software.

The results of this study indicated that the Assurance Agency Leaders had a high level of effectiveness in terms of policy's persistency, but had a low level of effectiveness in terms of sum of production and sum of policy, and a medium level of self-esteem and ethics at work. Assurance Agency Leaders with different sex were different in effectiveness in a life insurance business dimension of sum of production at the significance level of 0.01; with different age were different dimension of sum of production and sum of policy at the significance level of 0.05 and 0.01; with different marital status were different dimension of sum of production and sum of policy at the significance level of 0.01; different types of work experience were different dimension of sum of production sum of policy and policy's persistency at the significance level of 0.01. Self-esteem and ethics at work had a significant, positive correlation to effectiveness in a life insurance business dimension of sum of policy and policy's persistency at the significance level of 0.01.

_____   _____   _____/_____/_____

        Student's signature   Thesis Advisor's signature