

Hataikarn Jantasen 2006: The Influence Factors on the Entrepreneurial Success of Small and Medium sized Enterprises of Manufacturing Sector in Bangkok Metropolitan and Satellite. Master of Science(Industrial Psychology), Major Field: Industrial Psychology, Department of Psychology. Thesis Advisor: Assistant Professor Rattigorn Chongvisal, Ph.D. 121 pages. ISBN 974-9846-90-7

The objectives of this research were as follows: First, to study the level of Leadership, Motivation, Emotional intelligence and the Entrepreneurial Success of Small and Medium sized Enterprises in Bangkok Metropolitan and Satellite. Second, to study the relationship between Leadership, Motivation and Emotional Intelligence with the Entrepreneurial Success of Small and Medium sized Enterprises in Bangkok Metropolitan and Satellite. Third, to use multiple regression analysis to study the Entrepreneurial Success of Small and Medium sized Enterprises in Bangkok Metropolitan and Satellite. The research samples sized consisted of 220 entrepreneurs in Bangkok Metropolitan and Satellite. The data was collected by questionnaires, which had 5 parts: Personal data, Leadership, Motivation, Emotional Intelligence and the Entrepreneurial Success of Small and Medium sized Enterprises. The statistics program processed the data. Statistical parameters used in the research were percentage, mean, standard deviation, Pearson's product moment correlation, and multiple regression.

The research results were as follows: First, the variables: Leadership, Motivation (Need for achievement, Need for affiliation, Need for power), Emotional Intelligence were very high level and very important in explaining the Entrepreneurial success that this was high level. Second, Leadership, Motivation (Need for achievement, Need for affiliation and Need for power) and Emotional Intelligence of Small and Medium sized Entrepreneurs had a positive relationship with the Entrepreneurial Success of Small and Medium sized Enterprises at significant level of .01 ($r = .60, .35, .34, .30, .47$). Third, multiple regression indicated that Leadership, Motivation (Need for achievement) and Emotional Intelligence could jointly predict 42 % of the Entrepreneurial Success of Small and Medium sized Enterprises at the significant level of .01.

Student's signature

Thesis Advisor's signature