

Charn Rattanasit 2008: Factors Affecting Organizational Effectiveness of Small and Medium Enterprise Entrepreneurs 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. 166 pages.

The objectives of this research were to study : 1) The level of leadership, conflict management ability, managerial decision making ability and organizational effectiveness of Small and Medium Enterprise (SMEs) entrepreneurs 2) The relationship between leadership, conflict management ability, managerial decision making ability of SMEs entrepreneurs, and 3) Predictors that can explain organizational effectiveness of SMEs entrepreneurs. Research samples were 400 SMEs entrepreneurs in Bangkok Metropolitan and Satellite. The research measurements used in collecting data were 5 questionnaires: personal data, leadership, conflict management ability, managerial decision making ability and organizational effectiveness of SMEs entrepreneurs and analyzing data by using statistics program. Statistical parameters used in this research were frequency, percentage, mean, standard deviation, Pearson's product moment correlation, and multiple regression analysis.

The results of the research showed that: 1) SMEs entrepreneurs possessed high level of leadership, high level of managerial decision making ability, high level of organizational effectiveness, low level using of withdrawing and smoothing conflict management styles, moderate level using of forcing conflict management style and high level using of problem solving and compromising conflict management styles. 2) Leadership, managerial decision making ability, smoothing, problem solving and compromising conflict management styles had significant positive relationships with organizational effectiveness of SMEs at .01 level ($r = .565, .131, .382, .204$ and $.499$ respectively) while withdrawing and forcing conflict management styles had significant negative relationships with organizational effectiveness of SMEs at .01 level ($r = -.142$ and $-.192$ respectively). 3) Multiple regression Analysis indicated that leadership, managerial decision making ability and problem solving conflict management style could significantly explain 40.1% of organizational effectiveness of SMEs entrepreneurs at the .01 level.

Charn Rattanasit
Student's signature

Rattigorn Chongvisal
Thesis Advisor's signature

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