

Pimphat Chanpleng 2009: Personal Factors, Intrinsic Motivation, Conflict Management, Good Governance and Business Success of Small and Medium Enterprise Entrepreneurs. Master of Science (Industrial and Organizational Psychology), Major Field: Industrial and Organizational Psychology, Department of Psychology. Thesis Advisor: Assistant Professor Rattigorn Chongvisal, Ph.D. 168 pages.

The objectives of this research were to study: 1) Personal factors, intrinsic motivation, conflict management, good governance and business success of Small and Medium Enterprise (SMEs) entrepreneurs 2) The comparison of business success in SMEs entrepreneurs who have different personal factors 3) The relationships among intrinsic motivation, conflict management, good governance with business success of SMEs entrepreneurs and 4) Predictors that can explain business success in SMEs entrepreneurs. Samples used in this research were gathered from 384 SME entrepreneurs in Thailand. The research measurements were 5 questionnaires: including personal data, intrinsic motivation, conflict management, good governance and business success of SMEs entrepreneurs. The data were analyzed by using statistical program. Statistical parameters used in this research were frequency, percentage, mean, standard deviation, t-test, F-test, Pearson's product moment correlation, and multiple regression.

The results of the research showed that: 1) SMEs entrepreneurs possessed high level of intrinsic motivation, good governance and business success, high level of collaborative style, sharing style and accommodative style of conflict management, moderate level of competitive style of conflict management and low level of avoidant style of conflict management. 2) For personal factors (sex, level of education and period using in the business) were no statistically significant different level on the business success of SMEs entrepreneurs 3) Intrinsic motivation, sharing style and accommodative style of conflict management and good governance has significant positive relationships with business success of SMEs entrepreneurs at .01 level ($r = 0.463, 0.330, 0.246, 0.217$ and 0.587 respectively) 4) Multiple regression analysis indicated that intrinsic motivation, avoidant style of conflict management and good governance could significantly explain 40.20 percent variance of business success of SMEs entrepreneurs at the .01 level.

Student's signature

Thesis Advisor's signature