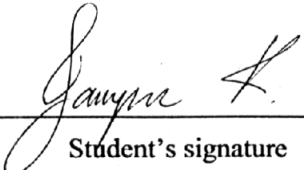
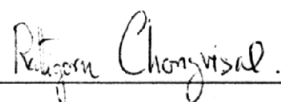


Jareeporn Krabuansang 2006: Leadership , Seven Habits of Effectiveness, Organizational Commitment and Job Performance of Agency Supervisor in an Insurance Business. Master of Science (Industrial Psychology), Major Field: Industrial Psychology, Department of Psychology. Thesis Advisor: Assistant Professor Rattigorn Chongvisal, Ph.D. 139 pages. ISBN 974-16-2852-8

The objectives of this research were to study 1) the level of leadership, seven habits of effectiveness, organizational commitment and job performance 2) the relationship between leadership, the seven habits of effectiveness, organizational commitment with job performance 3) to find variables which could predict job performance of supervisor in an insurance business. The study was based on the behavior of a group of 224 supervisors in an insurance business. Data were collected by leadership test, the seven habits of effectiveness test, organizational commitment test and job performance test, which were analyzed by a computer program. The statistical methods were percentage, mean, standard deviation, Pearson's product moment correlation coefficient and stepwise multiple regression analysis.

The results showed that supervisors in an insurance business had a high level of transformational leadership, moderate level of transactional leadership and low level of laissez-fair leadership, high level of the seven habits of effectiveness, high level of organizational commitment and moderate level of job performance. And the research indicated that transformational leadership and transactional leadership were positively related to performance at .01 level of significance, laissez-fair leadership was negatively related to performance at .01 level of significance. The seven habits of effectiveness and organizational commitment were positively related to performance at .01 level of significance. The predictors of job performance were transformational leadership, transactional leadership , seven habits of effectiveness and organizational commitment attributed at .01 level of significance.


Student's signature


Thesis Advisor's signature

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