

ABSTRACT

Thesis Title : Organizational Restructuring of the Department of
Export Promotion during Economic Crisis

Student's Name : Nararat Anuraksanut

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Advisory Committee :

1. Assoc. Prof. Dr. Suraphol Rajbhandaraks Chairperson
2. Assoc. Prof. Dr. Piyanush Ngermklay
3. Assoc. Prof. Anongthip Eksaengsri

This research conducts both qualitative and quantitative research methods. The objectives of this research are on government policy to alter the Department of Export Promotion structure in accordance to the present situation, and to analyze the present organization structure and guidelines for planning future organization structure.

For quantitative method, this research studies the Department of Export Promotion officials about their opinion on the structure alteration by using the sampling size which of 50 percent of total officials as the studied sample. The number of samples are 170. The result of both methods will be the guidelines for the Department of Export Promotion to alter its structure.

The results of this research can be concluded as follows :

1. Government policy in economic crisis situation focused on public sector reform. Therefore, the Department of Export Promotion structure which is an official organization has to change from government agency to public organization.

2. The Department of Export Promotion structure changes its structure from 14 divisions to 10 divisions in order to prepare for the future economic competition and it is related to the future structure alteration.

3. The reorganization of the Department of Export Promotion organization structure in the future will be alike the foreign trade promotion in other countries that want to reengineering its future structure, such as Austrade structure in Australia.

4. The quantitative survey shows that the Department of Export Promotion's officials have the following opinion in the higher percentage :

4.1 They want to reorganize to be public organization.

4.2 They want to reorganize its structure to be alike public enterprises.

4.3 They want to transfer to be public organization employee.

4.4 They want to have same benefits as public enterprises.

4.5 They have no opinion on career advancement after the alteration.

5. The structural alteration of the Department of Export Promotion should create good attitudes for the officials to the reengineering by giving them to know public organization first, according to resource and personnel development's policy in public organization bill 1999.