

ABSTRACT

Thesis title : The Administrative Communication Behaviour :
A Case Study of Siriraj Hospital's Faculty of Medicine

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Advisory Committee :

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This research wanted to study (a) The impact of the background of officials, or Sai Kor, on the administrative policy of Siriraj Hospital Faculty of Medicine; (b) The administrative policy of Siriraj Hospital toward the forms of communication ; and (c) The impact of the forms of communication on the administration of Siriraj Hospital's Faculty of Medicine. This study relied on survey research method by collecting data from 304 samples of officials, Sai Kor, of Siriraj Hospital's Faculty of Medicine. The data was collected by formatted questionnaire and analyzed by the use of T-test and Chi-Square statistics.

The findings were as follows :

1. The higher the level of education of officials, the more they disagreed with the administrative policy of Siriraj Hospital's Faculty of Medicine, especially on human resources management.

2. Those who agreed with the administration policy tended to have a two-ways communication, with the official characteristics of communication, verbal language of communication, horizontal communication, and communication with policy message more than those who disagreed with the administrative policy on structural reform.

3. Those who agreed with the administrative policy about human recourses management tended to communicate more through official channel and with policy message than those who disagreed.

4. Those who had more frequent communication had more understanding of the administrative outcome than those who disagreed.

5. Those who had more volume of communication had more understanding of the administrative outcome than those who disagreed.