ABSTRACT

Thesis Title	:	The Use of Information on the Intranet: A Case Study
		of National Petrochemical Public Company Limited
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The objective of this research was to study the use of information on the Intranet by the employees of the National Petrochemical Public Company Limited including problems and constraints. The population consisted of the managerial staff of the National Petrochemical Public Company Limited, whose educational level was at least that of a Bachelor's degree, working at the company's headquarters in Bangkok and at the Olefins plant in Rayong province. By using systematic random sampling, a sample of one hundred and ninety people was taken. The researcher constructed a questionnaire as the research instrument and tested its reliability using the reliability coefficient of Kuder Richardson (KR-20). The result of the test was 0.82 at the alphalevel. The questionnaire was then assigned to the sample group, in order that the results could be processed and analyzed in terms of a percentage. The sixty percent criteria was decided upon by the National Petrochemical Public Company Limited.

The research findings were as follows:

Every individual sampled claimed to use the Intranet. Around 60% (59.98%) of the samples use it once a day, while around 40% (40.32%) use it once a week or more. Those who used the Intranet for five to fifteen minutes at a time were around 68% (67.74%), and more than fifteen minutes were around 32% (32.26%).

Out of twenty-one groups of information disseminated on the Intranet, fourteen passed the 60% criteria. The most frequently used information involved regulations and announcements, followed by press releases from NPC, news from management, departmental profiles, message boards, an employees directory, daily news highlights, business data, daily news, forms, a quality systems digest, library news, and inhouse applications.

A list of the top five items of information that employees valued most highly or considered most valuable included regulations and announcements, news from management, business data, departmental profiles, and press releases from NPC. In addition, the top five groups of information, from the workers' point of view, which needed to be improved most were as follows: forms, regulations and announcements, departmental profiles, activities-club news, and finally news of seminars and exhibitions.

Timely updates of information and an insufficient number of computers were the problems most frequently voiced. Therefore, the recommendations arising from this research are that the information on the Intranet should be comprehensive, complete, modern, and up-to-date; at the same time it should support the development of knowledge and bring about effective innovations for the organization in consonance with current principles of knowledge management.