

ABSTRACT

Thesis Title :The impact of The Merger Project : A Case Study of
Branches of Bankthai Public Co., Ltd. in Bangkok

Student's Name : Miss Phannika Phromphen

Degree Sought : Master of Arts

Major : Political science

Academic year : 2000

Advisory Committee :

1. Dr. Arasdharmma Promma Chairperson
2. Assoc. Prof. Chalida Sornmanee
3. Asst. Prof. Saowalux Sukkawirach

The objectives of this research are : firstly, to study the project on merging the Union Bank of Bangkok Public Company Limited, Krung Thai Thanakit Finance and Securities Public Company Limited, and 12 other finance companies into Bankthai Public Co.,Ltd., including to study the implementation on this project; secondly, to study the impacts of the project on restructuring of branches of Bankthai Public Co.,Ltd.; and thirdly, to study the impacts of the project on officials' morale in branches of Bankthai Public Co.,Ltd in Bangkok on their income and welfare, work stability, work promotion, human relationship, and work participation. Questionnaire survey is used in this research to collect data from 276 samples in branches of Bankthai Public Co.,Ltd in Bangkok. Percentage, mean, and paired-samples T- test at the significant level of 0.05 are statistical methods used in this research as well.

The research finding are as follows:

1. The impacts of this project on restructuring are downsizing staffs decreasing of authority and line of command, providing responsibility for head office on evaluation on performance of branches.

2. The officials' morale is lower in all aspects being studied and the mean of the impact on the morale is at the moderate level.