

C851636 DEVELOPMENT COMMUNICATION
 # # MAJOR
 KEY WORD: COMMUNICATION PATTERN / ORGANIZATIONAL COMMUNICATION/ SATISFACTION/
 MULTINATIONAL COMPANIES / JAPANESE / AMERICAN

CHALIN NANA : THE RELATIONSHIP BETWEEN COMMUNICATION PATTERNS AND THAI
 EMPLOYEE'S COMMUNICATION AND JOB SATISFACTION IN JAPANESE AND AMERICAN
 COMPANIES . ASSO. PROF. THANAVADEE BOONLUE, Ph.D., 136 PP. ISBN 974-636-405-7

The purpose of this research is to investigate the relationships between communication patterns, communication satisfaction and job satisfaction of Thai employees in multinational companies, comparing between Japanese and American companies in Bangkok. Questionnaires were used to collect data from 929 Thai employees which comprise of 492 employees in Japanese companies and 437 employees in American companies. Frequency, percentage, mean, Pearson's Product Moment Correlation Coefficient and t-test analysis were used to analyze data through SPSS for Windows computer program.

Results of the research were as follows :

1. The frequencies of using communication channels between Japanese and American companies are different.
2. American companies support staff to go for trainings and seminars more than Japanese companies while both Japanese and American companies have the same level of frequency for staff meetings.
3. There are significant positive relationships between two way communication and communication satisfaction for both Japanese and American companies.
4. There are significant positive and negative relationships between formal communication and communication satisfaction for both Japanese and American companies.
5. Mostly, there are significant positive relationships between upward, horizontal and cross-channel communication and communication satisfaction for both Japanese and American companies.
6. There are significant positive relationships between communication climate and communication satisfaction for both Japanese and American companies.
7. There are significant positive relationships between communication satisfaction and job satisfaction for both Japanese and American companies.
8. There are significant difference in communication patterns, communication satisfaction and job satisfaction between Japanese and American companies.

ภาควิชา การประชาสัมพันธ์

ลายมือชื่อนิสิต.....

สาขาวิชา นิเทศศาสตร์พัฒนาการ

ลายมือชื่ออาจารย์ที่ปรึกษา.....

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ลายมือชื่ออาจารย์ที่ปรึกษาร่วม.....