

# #C851467  
KEY WORD:

: MAJOR DEVELOPMENT COMMUNICATION  
COMMUNICATION PATTERNS/KNOWLEDGE/ATTITUDE/PARTICIPATION IN REENGINEERING  
SINEENART KUMNERDPETCH : COMMUNICATION PATTERNS, ATTITUDE AND BEHAVIOR OF  
EMPLOYEES TOWARDS REENGINEERING OF BANK FOR AGRICULTURE AND AGRICULTURAL  
COOPERATIVES. THESIS ADVISOR : ASST.PROF.JARANAI GLAEGOSOL. 267 PP. ISBN 974-635-434-5

The main purpose of the study is to examine the communication patterns, attitude, knowledge, participation, communication context, readiness, media exposure and adoption of reengineering practice of the Bank for Agriculture and Agricultural Cooperatives. In addition, the research also seeks for the relationship among these variables affecting the practice and its process. It is the survey research from 1,057 samples which magnifies by indepth interview of 8 key-informants who are executives of the Bank and the eligibles academicians and professionals whose opinions are utilized as the guidance and parallel comments through the analysis of communication models in promotion of the practice and the adoption.

The results of the research could be summarized as follows:

1. The patterns of behavior as related to the process of reengineering differs significantly among the 3 sample groups.
2. There is also difference among the three groups on the aspect of knowledge these sample groups have on the practice of reengineering.
3. The exposure on the message from PR specialized media including organization bulletin board, journal and human media as counsellor from external advisor company positively lowly correlate among each other; There is positive lowly correlations among variables on exposure of message from organizational journal, newsletter, management, reengineering team, external advisor company, colleagues, university academicians and employee family positively lowly correlate with the attitude towards reengineering and participation in the practice; the communication context positively mediumly correlates with the organization readiness; and the adoption of the practice positively lowly correlates with communication context.
4. Through the analysis it could be concluded that the model of communication to be practiced in the process of reengineering is AKUS.

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