

# # C742664 : MAJOR SOCIAL PSYCHOLOGY

KEY WORD: ORGANIZATION CULTURE / ORGANIZATION COMMITMENT

PRAPAPORN LUANGCHOUYCHOK : THE RELATIONSHIP BETWEEN PERCEPTION OF ORGANIZATION CULTURE AND ORGANIZATION COMMITMENT. THESIS ADVISOR : PROF. CHAIYAPORN WICHAWUT, Ph.D. 74 PP. ISBN 974-636-268-2

The purpose of this thesis was to study the relationship between perception of organization culture and organization commitment. 400 subjects, from 1 state enterprise and 2 private companies, were used.

The results show that :

1. Respondents perceived their actual organization culture differently from what they expected in power distance, collectivism and femininity. Perceived actual organization culture was the same as expected in some other dimensions. For state enterprise employees, there was no difference in actual and expected culture in uncertainty avoidance. For trading company employees, there was no difference in actual and expected culture in individualism. For bank employees, there was no difference in actual and expected culture in uncertainty avoidance and masculinity.

2. In all organizations, the gap between perceived actual and expected organization culture had negative linear correlation with organization commitment.

ภาควิชา.....จิตวิทยา.....

สาขาวิชา.....จิตวิทยาสังคม.....

ปีการศึกษา.....2539.....

ลายมือชื่อนิสิต.....นางสาว ปรียา วัฒนศิริ.....

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ลายมือชื่ออาจารย์ที่ปรึกษาร่วม.....