

## C550393 : MAJOR MASS COMMUNICATION

KEY WORD: FACTORS / THE BEST CREATIVE DIRECTORS

DHANAWAT PUKAHUTA : FACTORS THAT MAKE THE BEST CREATIVE DIRECTORS IN THAILAND. THESIS ADVISOR : ASSO. PROF. SIRICHAIR SIRIKAYA, Ph.D.  
230 pp. ISBN 974-584-043-2

This study examines the factors which has effected those persons who are the best Creative Directors in Thailand.

Results indicate that some personal factors have encouraged these people to be successful in their career while some factors were on obstacle. These factors in themselves may not be an influence, but in combination, they lead to personal traits which have an effect on their work. However, the best Creative Directors are the ones who make the correct decision to apply those factors and traits, both positive and negative to produce the creative achievements.

Results also show that the best Creative Directors in Thailand have highly developed ability in negotiation skill in order to persuade others to accept them and have faith in their creative thinking. These four factors are as follows; family, friends, possessions and self-centeredness. With these Creative Directors the style and concept of their work emanates from these factors and expresses their individuality as Creative Directors with their own ideas. In addition, the unique personality of each Creative Director reflect 3 different eras of leadership style, such as feudalism, modernism and post-modernism. However each one has achieved their goal in life in their own way.