

C235241 : MAJOR HOUSING DEVELOPMENT

KEY WORD: HOUSING NEEDS / TRANSFERING HEADQUARTERS / IMPACT

THUNPONG CHOONHASWATDIKUL : (A COMPARATIVE STUDY OF THE IMPACT OF TRANSFERING HEADQUARTERS OF PRIVATE AND GOVERNMENT SECTORS ON HOUSING NEEDS OF EMPLOYEES. CASE STUDY ; SIAM COMMERCIAL BANK CO., LTD. THE COMMUNICATIONS AUTHORITY OF THAILAND
THESIS ADVISOR : ASSO. PROF. MANOP BONGSADAT
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This research is aim to studying and compairing the effect of relocation of private and government sectors which the hiring is over 2,000 people each. The research is to study the housing needs and the living behavior in order to determine the future of housing needs. There are two organizations shoosen for the study, ie. Siam Commercial Bank Co., Ltd. and The Communications Authority of Thailand.

The outcome of the research study reveals that both organizations transfer their headquarters into the suburb area, for CAT from Bangrak to Chaeng Wattana Rd. since 2529 BE., for SCB form Phetchaburi Rd. to Ratchadaphisek Rd. in 2539 BE. The relocation causes the increasing of CAT employees using their own vehicles and the CAT's employees bus. The same happens to SCB's employees while the city bus choice is less choosen. Both organizations agree about the space of new offices satisfactory, meanwhile, the time with their family is shorter. They have no other choice but moving to the new office. Most of them have no preparation for new place to stay. 26.1 % of SCB employees and 31.9 % of CAT employees think of moving into a new place when the relocation happen. The main reasons are to be close to their new office and for convenience trip to work. The single think about moving their living place more than those who are married. Also the lower position tend to relocate into the new place more than those who are in higher position. The longer the trip to the working place the more they want to relocate to the new place. The trip that is longer than 120 minutes conclusively trigger their want to relocate.

Both organization's employees want to have single and town house because they can own the sitting land. The project houses are preferred. The factors for choosing the residence are price, location, transportation and adjacent area to the working office. Most of them want modern-designed house with the price between amount of Baht 750,000-1,500,000 and the instalment option. SCB's employees prefer the location in Ladphrao, Bang Bua Thong, Ram Intra and Chaeng Wattana. CAT's employees prefer Chaeng Wattana, Ram Intra and Rangsit-Pathum Thani. The lower position employees like to be closer to office more than those who are in the higher position. The recommendation for the relocation are provide employee's bus, flat within 2 km. radian from the new office, single and town house in the corperative system, and finally the low interest housing loan.