

Voradidha Siddhimalik 2013: The Corporate Social Responsibility Activities and Their Benefits for Small and Medium Enterprises. Master of Business Administration, Major Field: Business Administration, Faculty of Business Administration. Thesis Advisor: Associate Professor Yuraporn Sudharatna, Ph.D. 152 pages.

This research aims to study the level of commitment to the social responsibility activity. The Benefit gained by the small and medium enterprises and the relationship between the commitment of doing the social responsibility activity and the benefit gained by the small and medium enterprises focusing on the hotel business within the Bangkok vicinity.

This research was conducted using the qualitative research method, gather information using the secondary data from theory and related researches and literatures including the statistic data and the primary data from questionnaire using as the tools to collected data from the owner or manager of the small and medium hotel business from March 2013 to April 2013. Mainly considering the group of population from the authorized hotel in Bangkok area from Order Maintenance Division III, Investigation and Legal Affair Bureau, Department of Provincial Affair, Ministry of Interior at 10th December, 2012. Hotels are categorized by their sizes according to Office of Small and Medium Enterprises Promotion's Standard, divided to 225 small and medium hotels in Bangkok by using the qualitative research method. Data analysis was conducted using the descriptive statistics by frequency use, percent, mean, standard deviation and finding the relationship between the variations using Pearson's Product Moment Correlation.

The research found that most of the populations in this research were small and medium hotel enterprise running for over 21 years. The interviewees in this research mostly are CEO or manager with the social responsibility in the high level. The activity concerning the customer, employees, business partner, environment, and the government office also are the in high level as well. For the community and society aspect is in the medium level. The benefits from doing the social responsibility activity, the employee's motivation and welfare and also the cost reduction are in the high level. For the fame and trust, the competition ability, the disparity production, the affective foresee, the risk management and the fund accessibility are in the middle level. The doing of social responsibility activity and the social responsibility activity in every aspects has the positive relationship with the benefit gained by the small and medium enterprise which related to the research hypotheses at .01 significant level which is to say the more social responsibility activity, the more benefit enterprises gain which give both the society and the entrepreneurs himself benefits.

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Thesis Advisor's signature