

Kitiwan Wongsongsam 2012: Opinion towards the Promotion of the Organization Culture of Aeronautical Radio Thailand Ltd. Master of Education (Business Education), Major Field: Business Education, Department of Vocational Education. Thesis Advisor: Associate Professor Papatvadi Weerakitti, M.B.A. 122 pages.

This research aims to study the methods of promoting the Organizational culture which will support the mission of Aeronautical Radio of Thailand Ltd.

The study population in this research are employees of Aeronautical Radio of Thailand Ltd. Total of employees are 2,808 from 12 locations and the sampling of the employees of this research are 350 (Multistage random sampling method) to be participated through the use of questionnaire . The obtained data are analyzed by percentage, mean and standard deviation.

The results of this research show different opinions in relation to appropriate measures to promote the organization culture of Aeronautical Radio of Thailand Ltd. The questionnaire contains 28 questions, from which 17 has the most common answers and 11 has the more average answers .Five answers that receive the highest scores are, as follows 1) Orientation for new employees should include knowledge about the organizational culture SMART AEROTHAI to ensure understanding of the subject and ability to perform it. ( $\bar{x} = 4.00$ , S.D. = 1.11) 2) Management should take the lead in activities to promote the organizational culture SMART AEROTHAI so that the department will have a better understanding on the organizational culture. ( $\bar{x} = 3.85$ , S.D. = 1.02). 3) Operating strictly within the regulation and standards is a means to promote the organizational culture SMART AEROTHAI. ( $\bar{x} = 3.83$ , S.D. = 1.09). 4) Managers and department heads should possess knowledge and understanding as well as be a good example in promoting the organizational culture SMART AEROTHAI. ( $\bar{x} = 3.81$ , S.D. = 1.05) 5) When employees practice the organizational culture, the management should provide feedback in the positive manner such as appraising, supporting and acknowledging, etc. ( $\bar{x} = 3.80$ , S.D. = 1.06)

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Student's signature

Thesis Advisor's signature