

## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.1 BACKGROUND**

The Export-Import Bank of Thailand, EXIM, is a state owned specialized financial institution under the supervision of the Ministry of Finance. The Export-Import Bank of Thailand Act B.E. 2536, which became effective on September 7, 1993, established the Bank and it officially commenced operations in February 1994. At present the total number of EXIM staff is 633.

With a high turnover rate since 2006, EXIM bank has to strengthen employee attachment to the organization for its survival in today's competitive market. Organizational commitment is one of the important factors which can help to sustain the strength of the organization.

Organizational commitment describes psychological attachment of an employee to an organization. It can be measured by cooperation with organization's goals, sensing of belonging to the organization, willingness to work for the organization, and willingness to stay with the organization. The more employees have these psychological attributes, the larger his or her commitment to the organization is.

#### **1.2 STATEMENT OF THE PROBLEM**

This study aims at answering the following research questions:

##### **1.2.1 MAIN QUESTION**

Do staff members with different types of personality have different levels of organizational commitment?

##### **1.2.2 SUB – QUESTIONS**

1. What is the degree of organizational commitment of EXIM staff with different types of personality?
2. Is there a relationship between the organizational commitment and employee's type of personality?

### 1.3 OBJECTIVES OF THE STUDY

#### 1.3.1 Main Objective

To find out whether different types of personality have different levels of organizational commitment.

#### 1.3.2 Sub-Objective

1. To measure the degree of organizational commitment of EXIM staff with different types of personality.
2. To find out the relationship between the organizational commitment and the employee's type of personality.

### 1.4 DEFINITIONS OF TERMS/ VARIABLES AND DEFINITIONS

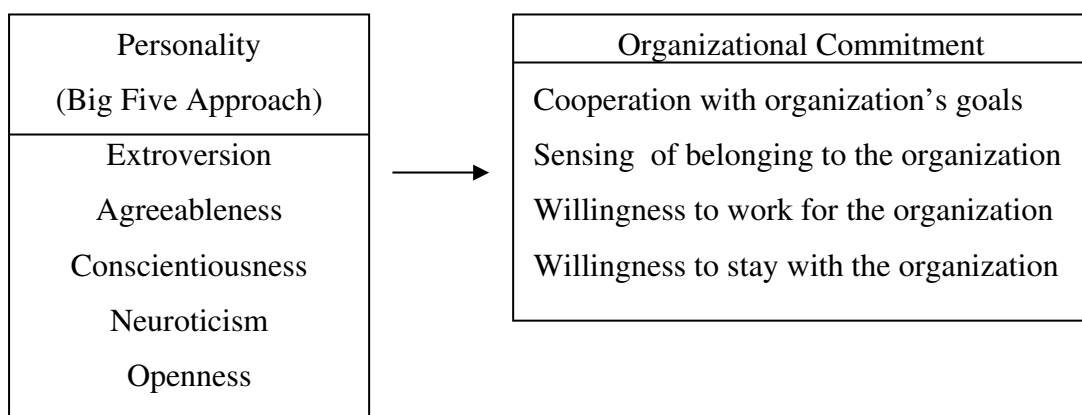
The independent variable is the personality, which includes five dimensions according to the Big Five theory: Extroversion, Agreeableness, Conscientiousness, Neuroticism, and Openness.

The dependent variable is organizational commitment, which includes cooperation with organization's goals, feeling of belonging to the organization, willingness to work for the organization, and willingness to stay with the organization.

**Figure 1.** Diagram

Independent Variables

Dependent Variable



Definition of the terms of this study are as follows:

**Table 1.** Definitions of Terms

<b>Terms</b>	<b>Conceptional</b>	<b>Operational</b>
Personality	The complex of characteristics that distinguishes an individual or a nation or group; especially the totality of an individual's behavioral and emotional characteristics.	The totality of qualities and traits, as of character or behavior, that are peculiar to a specific person of EXIM Bank staff according to Big Five Approach.
Extroversion	The trait which includes characteristics such as excitability, sociability, talkativeness, assertiveness, and high amounts of emotional expressiveness.	EXIM Bank staff who have character of excitability, sociability, talkativeness, assertiveness, and high amounts of emotional expressiveness.
Agreeableness	The trait which includes characteristics such as trust, altruism, kindness, and affection.	EXIM Bank staff who have character of trust, altruism, kindness, and affection.
Conscientiousness	The trait which includes characteristics such as high levels of thoughtfulness, with good impulse control and goal-directed behaviors.	EXIM Bank staff who have character of thoughtfulness, with good impulse control and goal-directed behaviors.
Neuroticism	The trait which includes characteristics such as emotional instability, anxiety, moodiness, irritability, and sadness.	EXIM Bank staff who have character of emotional instability, anxiety, moodiness, irritability, and sadness.
Openness	The trait which includes characteristics such as imagination and insight.	EXIM Bank staff who have character of imagination and insight.

<b>Terms</b>	<b>Conceptional</b>	<b>Operational</b>
Organizational Commitment	Employees' attitude on job involvement, the acceptance of values, and goal of organizational commitment, and a willingness to stay in organization	EXIM Bank employees' attitude on job involvement, the acceptance of values, and goal of organizational commitment, and a willingness to stay in organization which will be measured by part 3 of the questionnaire.
Staff	A group of officers appointed to assist a civil executive or commanding officer	EXIM Bank employees who have worked in head office.

### **1.5 SCOPE OF THE STUDY**

The subjects in this research are EXIM Bank staff who have worked in the head office. This study excludes the top management officers. 20% of all EXIM Bank staff in each department with over 10 people, estimated as 92 staff members, were selected using the proportionate stratified sampling design.

### **1.6 SIGNIFICANCE OF THE STUDY**

The results of this study are useful to the human resources department of EXIM bank and other organizations as well, by using the instrument for personality measurement in order to get new staff who have high potential and organizational commitment tendency in recruitment.

### **1.7 ORGANIZATION OF THE STUDY**

The study is divided into 6 Chapters.

Chapter 1: the background, statement of the problem, objectives of study, scope of the study, definition of terms and significance of the study.

Chapter 2: the review of literature

Chapter 3: methodology consisting of subjects, materials, procedures, and data analysis.

Chapter 4: the result and tables of survey

Chapter 5: summary, conclusion, discussion and recommendations for further research.