

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND

Economic growth and information technology advancement plays a key role in the management of business organizations. This often contributes to a more rapid and accurate communication management system. Fiercer competition has become obvious and is not limited to the domestic market. In other words, globalization is imminent. Organizations are in need of adaptation and improvement in order to survive competition in the market. Changes have placed many challenges on organizations since they bring not only opportunities but also restraints which have impinged on the management's ability to compete. Collaboration among employees in an organization is an important factor and helps drive an organization so it obtains an advantage over the competition.

It is a well-known fact that essential administrative resources consist of man, money, material, and management. Of these, "man" is considered the most important resource. It is the core of effectiveness yet the most difficult to study. That is to say complicated technology is easier to learn and manage than humans. The importance of the human factor in organizations has been realized for a long time as it has appeared in a number of studies of "man" in the workplace (สร้อยตระกูล (ดิทยานนท์), อรรถมานะ, 2545น.3).

Each organization or function these days is well aware of human importance as the most valuable asset. Organizations depend on human resources management as a vital tool for in their success. Management as an organization's designated entity therefore establishes a recruitment process in order to find the best qualified personnel for the job. Besides, it employs management techniques on the promotion of work satisfaction, of quality and skill improvement, of evaluation, and of the retaining of valuable human resources through compensation and welfare benefits as well as morale, virtue and positive attitudes or proper organizational culture creation.

Humans are the main cause of problems in the workplace. Since organizations emphasize more on work and money than people, the consequence is an ineffective

and less efficient product. To promote an effective outcome, the organizations need to find ways to motivate their employees so they can work happily and effectively. Therefore, motivation and morale are essential tools for organizations to retaining valuable employees and their efficient work. Understanding the needs of the employees is one successful factor organizations rely on since work accomplishments are contributed from the employees' self development, career growth, and personal advancement.

From the abovementioned problems, the researcher aimed to understand the needs of the employees through a study of the personal elements, the organizational environment as well as motivation that results in work accomplishment.

Today human resources management pays attention to competency, performance based evaluation, career path, and programs on motivation and retaining valuable employees. However, the human resources management of any given organization must confide in the needs on motivation of an individual employee for successful management.

Personalities and working environment are among the factors of motivation. The organizations must understand the needs of the employees and work out to promote them in order to motivate their employees' total devotion to organizations so they can stand for growth and current competition.

For that matter, the researcher is interested in investigating employees' opinions on factors contributing to motivation in an effort to understand the needs of employees for effective job accomplishment.

1.2 STATEMENT OF THE PROBLEM

1.2.1 What are staff members opinions on factors that affect work efficiency?

1.2.2 Do the staff think that factors such as motivation, advancement opportunity, job satisfaction, stress, and communication are related to work effectiveness?

1.2.3 What are the employees' suggestions for further development of work efficiency?

1.3 OBJECTIVES OF THE STUDY

1.3.1 Main Objective:

To investigate employee opinion on the elements that affect the work effectiveness of Foster Wheeler Service (Thailand) Co., Ltd.

1.3.2 Sub Objective:

To find out ways to improve work efficiency of employees at Foster Wheeler Service (Thailand) Co., Ltd.

1.4 DEFINITIONS OF TERMS

The researcher has defined the relevant terms as follows:

1. **Foster Wheeler Service (Thailand) Ltd.** is a manufacturer and service provider

of boilers which are used in power plants.

2. **Motivation** is driving force or inspiration that responds to the offers by organizations which result in a behavior that fits the organizations' purposes. Considerations made on motivation are working environment, compensation, job security, career advancement, relationship with supervisor and co-workers, organization and management, and other areas.

3. **Career Advancement** is an opportunity for the promotion of knowledge and job

position.

4. **Job Satisfaction** is the positive emotional state or pleasure resulting from the appraisal of one's job.

5. **Work Stress** are circumstances in the working environment that induce stress that

causes disappointment and pressure.

6. **Communication** is the reciprocal interaction in order to express and share our

ideas, thoughts and feelings with each other in an understandable way.

1.5 SCOPE OF THE STUDY

The researcher aimed to study factors related to the work effectiveness of 100 employees of Foster Wheeler Service (Thailand), Ltd. (Human Resources Department 2550) including both full time employees and trainees. The data were acquired during the period of November 1-15, 2550.

HYPOTHESES :

1.5.1 Staff with different characteristics like gender, age, education level, average monthly salary, and work experience have different opinions on factors affecting work effectiveness.

1.5.2 Staff thought that factors like career advancement, job satisfaction, communication and stress are related to work effectiveness

1.6 SIGNIFICANCE OF THE STUDY

This research could lead to a greater understanding of employees' needs in order to increase the work effectiveness of the employees of Foster Wheeler Service (Thailand), Ltd. It could be helpful for the management, human resources or related parties on policy development supporting the employee's motives on work effectiveness and result in a greater loyalty to the organization.

1.7 ORGANIZATION OF THE STUDY

The study of factors affecting work efficiency at Foster Wheeler Service (Thailand) Limited, is divided into five chapters. The first chapter is an introduction to the study which provides the background, statement of the problems, objectives of the study, definitions of terms, scope of the study, significance of the study, limitations of the study and organization of the study. The second chapter is the review of literature and relevant research. The third chapter describes methodology. The results of the study are presented in the fourth chapter. The findings, discussion, conclusions and recommendations are summarized in the last chapter.