

ABSTRACT

Title of Research Paper : Morale in Implementation of Works of Medicine Sellers :
A Case Study of Schering Plough Co, Ltd.

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The research on Morale in the Implementation of Works of medicine sellers, Case study : Schering Plough Co, Ltd. had purposes to study level of morale and factors that had impacts on the morale as well as problems and needs of the medicine sellers. The sampling population was 200 medicine sellers of Schering Plough Co, Ltd. Questionnaire was used to gather information and data. Statistics used in the analysis were descriptive statistic, Percentage, Mean, Standard Deviation, Relations between Independent and Dependent variables. Inferential statistics that were t-test and F-test were used in testing hypothesis.

Conclusion of the Research

The sampling population had average age of 30, with educational background of bachelor degree and higher. Most of them were graduated in fields of science, holding marriage more than single status. Most of them had working period less than 5 years and average monthly income was 20,000 Baht.

Overall picture of morale of the medicine sellers was at medium level. Half of them had high level of personality of entrepreneurs particularly self-confidence. Determination of the sellers was at medium level while that of capability of creativity was low. The capability of creativity had the lowest average points, while level of security and safety at work of the sellers was at medium level. Working environment and relations with colleagues and superiors of the sellers, justice in the works, respect in the career, salary and welfare of the sellers were at medium level while adaptation of the sellers were at high level.

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Testing of the hypothesis found that factors that had impacts on the morale of the sellers; Case Study Schering Plough Co, Ltd. were related with statistical significance with age, educational background, fields of graduation, marriage status, working duration in the sales business, rate of salary, sufficiency of the income, responsibility of the medicine selling and personality of the entrepreneurs.