

Ruangrit Sangkaew, Capt. 2014: An Analysis of Factors Affecting Football Coaches' Career Success in Thailand's Professional Football Clubs. Doctor of Philosophy (Sports Science), Major Field: Sports Management, Faculty of Sports Science. Thesis Advisor: Assistant Professor Sid Terason, D.B.A. 178 pages.

The main objective of this research was 1) To study factors affecting football coaches' career success in Thailand's professional football clubs. 2) To develop the measurement model of factors affecting football coaches' career success in Thailand's professional football clubs. Mixed Methodology 1) Qualitative: Depth-interview from 5 football coaches in Thailand's professional football clubs 2) Quantitative : Three hundred and twenty coaches were drawn from 121 clubs in Thailand's professional football leagues, Thai premier league, Division I and Division II. The research instruments were interview form and questionnaire. The qualitative data were analyzed by using content analysis. The descriptive statistic was analyzed by using percentage and mean. The inferential statistics were analyzed by using t-test and one way ANOVA. Factor analysis were analyzed by using computer programs for an exploratory factor analysis and a confirmatory factor analysis. The research results were follows:

1. Factors affecting football coaches' career success in Thailand's professional football clubs were six factors as follows: Competency, Commitment, Leadership, Self confidence, Organizational Support and Family Support.

2. The measurement model of factors affecting football coaches' career success in Thailand's professional football clubs was fit. The chi-square value was 33.46, p .002, df 14, Adjusted Goodness of Fit Index (AGFI) .857, Root Mean square Residual (RMR) .023 and Root Mean Square Error of Approximation (RMSEA) .106.

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