

## ABSTRACT

**Title of Research Paper :** Executives' Opinions on State Enterprise Privatization : A Case Study  
of the Communications Authority of Thailand

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This research had two following objectives :

1. To study the opinions of executives on state enterprise privatization of the Communications Authority of Thailand (CAT),
2. To study the factors related to the opinions of executives on state enterprise privatization of the Communications Authority of Thailand.

The data were collected from 184 executive officers of telecommunication operation and telecommunication system from senior managers to senior directors both in Bangkok and suburb. The instrument used for this research is a questionnaire, consisting of 4 parts: (1) general information, (2) knowledge of guidelines of state enterprise privatization, (3) the executives' opinions on state enterprise privatization of the CAT, (4) open-ended questions of the executives' additional comment and recommendations on state enterprise privatization. However 160 copies (86.95%) were returned. The findings found that:

1. Most of the executives were male with the age more than 44 years, bachelor degree completion, marriage status, senior manager positions, income more than 45,000 baht/month, and working experience more than 21 years. Most of them received information through CAT Magazine and they perceived that they received information about state enterprise privatization at a moderate level.
2. Most of them had knowledge about state enterprise privatization at a moderate level.
3. The executives' opinions agreed on the state enterprise privatization for overall 6 dimensions at a high level: participation, benefits, guidelines of privatization, acceptance of changing and working environment, while they agreed on job security at a moderate level.

(4)

4. Differences of income, received information, knowledge and understanding about guidelines of the organization privatization had a significant relationship with the differences of the opinions on state enterprise privatization ( $p < .05$ ). The executives with more income, received information, as well as knowledge and understanding about the organization privatization agreed on the privatization more than those with lower income, received information, as well as the knowledge and understanding about the privatization. On the contrary, the differences of age, education and position levels, and working experience had no significant relationship with the executives' opinions on state enterprise privatization ( $p > .05$ ). However the more age, position level, and working experience they had, the more agreeable on the privatization they were, while the higher education they possessed, the less agreeable opinion on the privatization they had.

#### **Recommendations**

According to the research findings, the executives have several errors in knowledge and understanding about the CAT's state enterprise privatization, which means that the past public relations about these has not been successful. Therefore the CAT has to accelerate more interesting contents and details on the public relations or providing additional documents on the state enterprise privatization. As soon as the state enterprise privatization is progressed, it will be very useful if some experts or executives provide its commentary. This can encourage CAT officials to have right knowledge and understanding as well as keep update on this matter, leading to their acceptance and better cooperation to the CAT's state enterprise privatization. During this change, the CAT has to work on staff development to educate them on new technology, including the organizational management by decreasing the complicate steps of implementation as well as applying the new technology to better improve the management in order to be well prepared for the future free competition.