

Research Title : Factors Affecting Organizational Citizenship Behaviors and Performance Efficiency of Staff in Industry Group

Name of Researcher : Assistant Professor Dr.Praphan Chaikidurajai

Name of Institution : Graduate College of Management

Year of Publication : B.E. 2558

ABSTRACT

This research of “Factors Affecting Organizational Citizenship Behaviors and Performance Efficiency of Staff in Industry Group” was conducted with the purposes 1) to study about personal factors, executive leadership, job characteristics, quality of work life, organizational culture and organizational commitment factors affecting organizational citizenship behaviors of staff in industry group; 2) to study about organizational citizenship behaviors affecting performance efficiency of staff in industry group. The methodology of this research is the survey research by using questionnaires to collect data from sample (staff at operating level and officer level from nine companies in industry group who were willing to give information). This survey has no actual number of populations. The sample size from calculating is 384 people. Accidental sampling random was applied in this research. The questionnaires were verified for content validity by experts, tried out and reliability test by using Cronbrach’s alpha coefficient was 0.98. The data were analyzed by frequency, percentage, mean, standard deviation, t-test, F-test as well as simple and multiple regressions. The research results show that age, quality of work life and organizational commitment factors have an affect towards organizational citizenship behaviors of staff in chemical industry. Executive leadership and organizational commitment also have an affect towards organizational citizenship behaviors of staff in service and other industries. Job characteristics, organizational culture and organizational commitment have an affect towards organizational citizenship behaviors of staff in electric and electronic industries. Organizational citizenship behaviors have an affect towards performance efficiency of staff in chemical, service and others as well as electric and electronic industries.

Keywords : Performance Efficiency, Organizational Citizenship Behaviors, Executive Leadership, Job Characteristics, Quality of Work Life, Organizational Culture, Organizational Commitment