

Phurisa Saengkam 2014: The Moral Reasoning of Undergraduate Business Students, Kasetsart University, Thailand. Master of Business Administration, Major Field: Business Administration, Faculty of Business Administration. Thesis Advisor: Assistant Professor Nirundon Tapachai, D.B.A. 157 pages.

The objectives of this research were 1) to study the level of moral reasoning amongst undergraduate business students, Kasetsart University, Thailand and 2) to study the connection of moral reasoning to demographic characteristics (gender, education level, major field of study, GPA, religious affiliation, and household income).

Population for this study was undergraduate business students from Kasetsart University, Thailand, comprising 5 business majors – finance, management, operations management, marketing, and accounting. A sample of 400 respondents was drawn by using convenient sampling method. Self-administered questionnaire was used as data collection method. The data was analyzed by descriptive statistics including frequency, percentage, mean, and standard deviation. Hypothesis testing was tested by inferential statistics including t-test, F-test, and LSD at 0.05 significant levels.

The results indicated that 48.5 percent of business students at Kasetsart University were in the middle level based on stage 4 of Kohlberg's six moral stages: the stage of authority and social order maintaining orientation, following rules and laws of society in order to maintain the welfare of society, right or wrong are determined by the law. According to 10 business dilemmas, the respondents answered the question that involved employee, joint venture owner, government, supplier, manager and creditor. While 22.5 percent used moral reasoning stage 3, good boy, nice girl orientation, need to be a good person in other's eyes, right and wrong are based on getting approval of others. Twenty-five point three percent used moral reasoning stage 5, social contract legalistic orientation, understand that laws, rules, and regulations were created for mutual benefit of all citizens, think about the human right and value of others. The rest of them (3.7 percent), used moral reasoning stage 1, obedience and punishment orientation that the first priority to consider for any action must be away from punishment, stage 2, self-interest orientation, moral reasoning was based on what gives you the greatest rewards, one's action determined by a desire to gain and stage 6, universal ethical principle orientation, right and wrong were not determined by rules and laws but by individual reflection on what is proper behavior in answering the question. Gender was the only variable relating to moral reasoning on decision amongst students. Female students in this research had higher stage of moral reasoning than male students.

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Student's signature

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Thesis Advisor's signature