

Abstract

The research on “The Participation in Social and Environment Responsibility of Bank’s Staff of Bank of Ayudhya Public Company Limited (Head Office)” aims to study acknowledges of social and environment responsibility, levels of participation in social and environment activities as well as the trend of promotions of the bank’s staff in social and environment activities. The study was based on survey research by using the questionnaire with the 165 staffs of Bank of Ayudhya Public Company Limited” (Head Office). The collected data was analyzed by the SPSS with the statistics of percentage, arithmetic mean, standard deviation, t-test and F-test with statistical significance at 0.05 level. The results found as follows.

Most of the samples are female, aged between 36-50, single and graduated in Bachelor’s Degrees. Work experience ranges from 1-10 years. Average salary is approximately 20,001-30,000 baht. The result of the study found that the samples used to participate in social responsibility. They are participation by donation money and materials to the social activities projects. According to the study, most of the samples, acknowledge on the project of the social responsibility activities were at high level while the level of participation in social responsibility activities were at medium level. Comparison of the difference between Bio Data and the level of participation in social responsibility activities found that there are no differences in statistical significance at 0.05 level.

Recommendation are that Bank should promote bank’s staff to participate in the social responsibility activities and should encourage participation by inviting them to involve in setting activity plans and policies. The model to perform the activity also the continuity of the project should be consistency and could be evaluated that the ways to work effectively and lastly being the powerful factor to develop the organization, society and state. The information concerning the activities should be sent to the bank’s staff through websites and other media. Moreover the project of the social responsibility activities should also be related to the standard of ISO 26000 Social Responsibility.