

Abstract

The study on Employee Opinions on Social Responsibility Activities of Plan Creations Co., Ltd., aims to study employee knowledge on social responsibility, employee opinion on social responsibility activity, and employee participation on social responsibility activity. The questionnaire was the study tool. The samples were selected from supervisors and office employees having roles on connection between central and regional organizations (Sathorn Branch and Trang Branch) of Plan Creations Co., Ltd. The population of the study was 133. The statistics for data analysis were mean, standard deviation, Chi-square, t-test and F-test. From testing of relationship between variables, the study results are summarized as follows.

The employees were male, ages between 21-28 years, single, had the bachelor's degree, worked for 1-6 years (an average of 5.8 years), and worked at Trang Branch under the Department of Organization Supply Development and Support. Employee knowledge on social responsibility was at high level. The employees understood definition, scope, component and benefit of social responsibility. Most employees were aware of an importance of social responsibility at the highest level. In term of employee opinion on social responsibility activity, the employees agreed with internal activity, namely, the green canteen project, at the highest level, and agreed with the same family project at the lowest level. For external activity, the employees agreed with the green raw material project at the highest level and with the energy saving project at the lowest level. From data processing, it was found that each department had different opinions on activities. The reasons may be that internal communication and value or internal culture of each department affected opinions on activities. With regard to employee participation on social responsibility activity, in the overall picture, most employees gave priority to activity participation at the highest level.

The recommendations on the development of social responsibility activity are that the Company should set a clear target of a social responsibility policy. The Company should establish an activity schedule as its annual plan. For internal operation, the Company should enhance the same family project to motivate its employees. For external operation, the Company should support the green raw material project and the energy saving project to implement consumer, social and environmental responsibilities more solidly.

