

Panarat Thongmon 2012: Factors Influencing the Adoption of Knowledge Management of Supporting Staff, Kasetsart University. Master of Science (Industrial and Organizational Psychology), Major Field: Industrial and Organizational Psychology, Department of Psychology. Thesis Advisor: Assistant Professor Thawan Nieamsup, Ph.D. 109 pages.

The objectives of this research were to: 1) study the levels of knowledge about knowledge management (KM), participation in KM, attitude towards KM, and adoption of KM of Kasetsart University supporting staff and 2) assess factors influencing the adoption of KM of Kasetsart University supporting staff. The samples were 365 Kasetsart University supporting staff. Factors in respect to personal background, knowledge about KM, participation in KM, attitude towards KM, and adoption of KM were collected with questionnaires and analyzed with statistical software. The statistical methods used were percentage, mean, standard deviation, and stepwise multiple regression analysis.

This research found that: 1) the level of knowledge about KM of Kasetsart University supporting staff was in high level. Participation in KM of Kasetsart University supporting staff in overall and individual dimension including thinking participation, action participation, and evaluation participation were in moderate level. Attitude towards KM of Kasetsart University supporting staff was in moderate level. Adoption of KM of Kasetsart University supporting staff in overall and individual dimension consisted of adoption of KM in knowledge were in high level and adoption of KM in implementation was in moderate level. 2) Knowledge about KM, evaluation participation in KM and attitude towards KM could jointly predict the overall adoption of KM of Kasetsart University supporting staff at 28.6% at .001 level of significance. 3) Knowledge about KM, evaluation participation in KM and attitude towards KM could jointly predict the adoption of KM in knowledge of Kasetsart University supporting staff at 26.8% at .001 level of significance. 4) Knowledge about KM, evaluation participation in KM and attitude towards KM could jointly predict the adoption of KM in implementation of Kasetsart University supporting staff at 27.0% at .001 level of significance.

---

Student's signature

---

Thesis Advisor's signature