

Surasak Ratanamungsunk 2014 : Actuality and Expectations of Building the Learning Organization in MK Restaurant Group Public Company Limited, Master of Arts (Human and Community Resources Development), Major Field: Human and community Resource Development, Department of Human and Community Resource Development. thesis Advisor: Assistant Professor Apichart Jai-aree, Ph.D 234 pages.

This research purposes were to 1) study actuality and expectations of building the learning organization 2) compare between expectations and real situation of building the learning organization of individuals with different status and 3) study barriers and solutions of building the learning organization in MK restaurant group Public Company Limited. The survey research method will be used with data collection by survey sample; for example, 236 general staffs of MK restaurant group Public Company Limited and additionally qualitative data from interviews with 14 department supervisors. The statistical analysis will be generated by frequency, percentage, mean, standard deviation, t-test, One-Way ANOVA analysis. post hoc comparison of Scheffe's Method and content analysis.

The research results 1) General staffs of MK restaurant group Public Company Limited comment the actual situation of building the learning organization as the overall average while the expectations of building the learning organization in comparably high level 2) The comparison of opinions about actuality of building the learning organization between individuals are different depending on the personal situations; such as, gender, age, jobs position, education levels, and working experiences statistically no significant at level .05 while the comparison of opinions about expectations of and building the learning organization between individuals are different depending on the personal situations; such as, gender, age, jobs position, education levels, and working experiences statistically significant at level .05 3) The comparison between overall and specific opinions about actually and expectations of building the learning organization are statistically significant at level .05.

The barrier is because they are just beginning of technical knowledge management to the learning organization, staffs have little knowledge and understanding. The major solution is to provide training seminar for staffs; such as, KM system development and knowledge exchanges about the learning organization.

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Thesis Advisor's signature