

Nonthaya Thong-on 2014: Lifestyle Influencing Work Performance of Call Center Employees in a Telecommunication Company. Master of Business Administration, Major Field: Business Administration, Faculty of Business Administration.
Thesis Advisor: Mr. Thongchai Srivardhana, Ph.D. 271 pages.

The objectives of this research were 1) To study conceptual frameworks of Lifestyle, The Big Five Personality Theory and Work Competencies that influence to Employee Work Performance. 2) To investigate the correlation between Work Performance, Lifestyle, The Big Five Personality Theory and Work Competencies. 3) To study the factors that influence to employee work performance.

Questionnaires, asking about personal information, lifestyle, the big five personality, work competencies and work performance, were used as a method to collect data from 358 Call Center agents. Statistics were used in this research consist of percent mean, standard deviation, the Pearson Correlation and enter multiple regression analysis.

The study found that 1) Lifestyle of Activity, Interest and Perspective is positively relevant to work performance and having statistical significance set at 0.01 2) The Big Five Personality Theory, Extraversion, Openness to Experience, Agreeableness and Conscientiousness is positively relevant to work performance while Neuroticism is negatively relevant to work performance and having statistical significance set at 0.01 3) Competencies: Customer focus, Achievement orientation, Flexibility, Problem solving and Decision making, Team work and Cooperation, Communication, are relevant to work performance and having statistical significance set at 0.01 4) Lifestyle, The Big Five Personality Theory and Work competency is significantly relevant to work performance correlation significance level set at 0.01.

Student's signature

Thesis Advisor's signature