

Jirapan Rattanajak 2014: Socially Responsible Leadership and Organizational Culture Affecting the Corporate Social Responsibility Practices of SCG Chemicals Group.

Master of Business Administration, Major Field: Business Administration, Faculty of Business Administration. Thesis Advisor: Assistant Professor Phiphat Nonthanathorn, Ph.D. 153 pages.

The purposes of this research were to study, 1) level of socially responsible leadership, organizational culture and the corporate social responsibility practices of SCG Chemicals Group, 2) the path coefficient from socially responsible leadership, organizational culture and the corporate social responsibility practices of SCG Chemicals Group, 3) influence of the socially responsible leadership, organizational culture directly influences the corporate social responsibility practices of SCG Chemicals Group. The sample consisted of 326 employees. The research instrument was a questionnaire constructed by the researcher. The data were analyzed through descriptive statistics, correlation coefficient analysis, exploratory factor analysis, and structural equation model analysis.

The research results indicated that 1) socially responsible leadership, organizational culture and the corporate social responsibility practices of SCG Chemicals Group were at the high level, 2) the path coefficient model of socially responsible leadership, organizational culture and the corporate social responsibility practices of SCG Chemicals Group had high statistically positive at 0.01 significant level. Organizational culture and the corporate social responsibility practices of SCG Chemicals Group were at the most relationship ($\rho = 0.89$) and 3) the consistency check results of the structural equation model agreed with the empirical data. The model validation indicated that the causal model were fitted to the empirical data with RMSEA = 0.0796, SRMR = 0.0373, CFI = 0.987 The model accounted for 78.60 percent of the variance on the corporate social responsibility practices of SCG Chemicals Group.

Student's signature

Thesis Advisor's signature