

Thongchai Yuyangdee 2014: Factors Affecting Employee Performance of Thai Samsung Electronics Co.,Ltd. after Completion of Web-Based Training. Master of Business Administration (Industrial Administration and Development), Major Field: Industrial Administration and Development, Faculty of Management Sciences.
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This Study aims to 1) study general characteristics of the trainees on experiences in using computer and internet and web-based training, affecting acceptance of educational innovation and technology; and 2) study relationship between the organization's support, and the qualifications of training innovation and acceptance of educational innovation and technology, including to study relationship between acceptance of educational innovation and technology and performances on finance, customers, internal processes, and on learning and growth of employees of Thai Samsung Electronics Co., Ltd. after completion of web-based training. The sample groups were 350 employees in the level of officer, onwards, of Thai Samsung Electronics Co., Ltd. after completion of web-based training by using 350 sets of questionnaire. The statistics used in data analysis were T-Test, One way ANOVA, and relation test by correlation analysis at the statistical significance in the level of 0.05.

This Research has total 4 hypotheses. According to the results of the Study, 1) on general information, overall trainees accepted entire the hypothesis, resulting in non-different innovation acceptance; 2) on experiences and skills of using computer and internet, the average time factor per time in using and the period of use accepted hypothesis, but daily average time in using rejected the hypothesis, namely, resulting in different innovation acceptance; in addition, according to experiences and skills of using the web-based training, the using period accepted the hypothesis; meanwhile, the daily average time factor per time in using and average period of use per time rejected hypothesis; 3) overall factors of the organization's support and the qualifications of web-based training reject the hypothesis, namely, in relation to the level of acceptance of educational innovation and technology; and 4) the level of the acceptance of innovation was related to the performances on finance, customers, internal processes, and on learning and growth of employees reject every aspect of the hypothesis. In conclusion, most factors of acceptance of innovation affected the performances of the sample groups.

Student's signature

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