

## Abstract

The objectives of the study on “Training Needs of Workers of Placing Value Company Limited during Financial Crisis” are to explore training guidelines that meet the needs of the workers and to propose guidelines for improving training for development of the potentials of workers in the organization. The sample consists of 68 workers in the Marketing Department and Operation Department of Placing Value Co. Ltd.

The study finds that the sampled workers consist of more female than male workers, 31-40 years old, 58.8% of whom are married, most with a bachelor's degree qualification. 52.9% of the sample population can apply their field of study to work at a moderate level. With regard to working skills, 54.4% of the questionnaire respondents have problems in applying their working skills at a moderate level. Most workers still have problems applying their skills to work. They cannot fully apply their field of study to work. They have different training needs for self-development and organizational development according to sex, age, marital status, number of children, level of education, work experience, and work position. Therefore, the company should attach importance to worker selection to suit each position and encourage the personnel to appreciate the importance of training and prepare themselves for training for self-development and organizational development. Importance should be attached to training differently taking into account sex, age, marital status, number of children, level of education, work experience, and work position of each worker.

In addition, the organization should select personnel to suit work positions, encourage them to appreciate the importance of training and prepare themselves to receive training for self-development and organizational development on a regular basis so that the organization can successfully battle the current financial crisis and that they can help the organization become successful in a sustainable manner.