

Wararee Kaewnuam 2013: Factors Affecting Perceived Usefulness of Knowledge Management Factors:
A Case Study of Kasetsart University Bangkok Campus. Master of Business Administration,
Major Field: Business Administration, Faculty of Business Administration. Thesis Advisor:
Miss Ek-Anong Tungrukwarasakul, Ph.D. 114 pages.

The objectives of this study were to survey level of perceived usefulness of knowledge management and to examine relationship between factors, namely leadership and top management support, organizational culture and information technology and perceived usefulness of both academic and support personnel in Kasetsart University, Bangkok campus. Data was collected using 373 questionnaires and analyzed descriptively using percentage, mean and standard deviation and inferentially with multiple regression statistical analysis and Pearson's Product-Moment Correlation Coefficient at statistical significant level of 0.05.

The results from this study revealed that the sample perceived the usefulness from knowledge management in high level. Usefulness in efficiently storing knowledge aspect was well perceived whereas usefulness in efficiently assisting work accomplishment aspect was least perceived. Although all three factors; leadership and top management support, organizational culture and information technology factors positively related to the level of perceived usefulness, information technology factor had the most significant impact.

Findings from this study suggested that in order to enhance the perceived usefulness of knowledge management, the use of information technology in knowledge management process (knowledge creation knowledge sharing knowledge storage and knowledge utilization) should be encouraged. Organizational culture should be adjusted toward adhocracy and clan culture. And lastly, top management team should played many roles including designer, steward and teacher roles.

Student's signature

Thesis Advisor's signature