

Thippawan Phanjantuek 2015: The Influence of Transformation Leadership and Organizational Culture on Organizational Performance : A Case Study of Kasetsart University. Master of Business Administration, Major Field: Business Administration, Faculty of Liberal Arts and Management Science. Thesis Advisor : Miss Panitee Karnsomdee, Ph.D. 113 pages.

The purpose of this study was (1) to investigate the levels of transformational leadership, the levels of organizational culture and levels of performance: a case study of Kasetsart University. (2) to investigate the influence of transformational leadership on organizational performance and (3) to investigate the influence of transformational leadership and organizational culture on organizational performance: a case study of Kasetsart University. This study is survey research the sample of 325 Kasetsart University employees were selected to complete the questionnaire for data collection. Frequency, percentage, mean, standard deviation, and Pearson's correlation were used to analyze the data. Path analysis was also used to examine the influence of independent variable dependent variable.

The findings of the study found that most participants were female of 70.80 percent with, aged between 31 and 35 years old of 28.30 percent. About 56.00 with of participant had received a bachelor's or similar degree. 1 - 5 years working experience of 27.70 percent. It was also found that transformational leadership on idealized influence and inspiration motivation aspects were rated at high levels. Family culture within organizational culture was rated at a high level. The results of the study also found that financial performance within organizational performance was rated at a high level. According to path analysis, it can be concluded that transformational leadership and organizational culture has both direct and indirect influences on organizational performance at 0.05 significant level.

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Thesis Advisor's signature