

Pornsawan Rengreeb 2012: Social Demand of Community and Corporate Social Responsibility Activities According to ISO 26000 in Rojana Industrial Park, Phranakorn Si Ayutthaya. Master of Business Administration, Major Field: Business Administration, Faculty of Business Administration. Thesis Advisor: Assistant Professor Phiphat Nonthanathorn, Ph.D. 135 pages.

The objectives of this research consist of 1) to study behaviors and corporate social responsibility (CSR) activities of Rojana Industrial Park in Phranakhon Si Ayutthaya province 2) to study the organizational opinion toward ISO 26000 practice 3) to study the level of attention toward ISO 26000 according to organization factors 4) to study attitudes and social demand of community located in the area surrounded the Industry Park in order to match with CSR demand conducted by Industry. On this research, 235 questionnaires were used in order to collect data and received back 86 questionnaires (37%). The results are presented in percentage, mean and standard deviation (S.D.), t-test, One-Way ANOVA (F – test) and LSD analysis basis. Nevertheless, the statistically significant assumption on this study is 0.05. In addition, three community key informants were interviewed in order to collect the community data and the results are as follows;

1) The overall of CSR activities conducted by organizations was at the high level. There were approximately 1-2 CRS activities per year and around 50,001–100,000 baht per year. The CSR activities would performed by employees and corporate personnel. Those organizations intended to focus on the quality of life and environment of the community. For the type of CSR activity, they emphasized on Corporate Philanthropy. The obstacles of CSR conduction were finding what the community really need from them.

2) The level of CSR attention following the ISO 26000 Standard was high for overall. The only one section which indicated the medium level of attention was Community Involvement and Development.

3) Industrial organization factors which type of industrial, number of employee, net profit, times of doing CSR and production type had the differences result considered in overall level of CSR attention. Nevertheless, excluding sales per year, time of running business, exporting and investment which shown the result indicated that no different at alpha level of 0.05.

4) Social demand of community was found that environment, human right and community involvement and development issues were important. Therefore, Industrial organization should have more attention to these issues and conducting the exploration on CSR demand before performing and evaluating after doing CSR activities.

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