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SIRIPHIUN KATTAPONG : INTEREST AND FACTORS RELATED TO DISCRIMINATE INTEREST IN SELF EMPLOYMENT OF MATHAYOM SUKSA III STUDENTS UNDER THE JURISDICTION OF THE BANGKOK METROPOLITAN ADMINISTRATION. THESIS ADVISORS: NAWARAT PHLAINOL, Ed.D. PRAPHAPHAN UN-OB, Ed.D. WITOON YUTTANON, M.Ed. 149 p. ISBN 974-664-286-3

The purpose of this research was to study the interest in self-employment and factors related to discriminate interest in self-employment of Mathayom Suksa III students under the Jurisdiction of Bangkok Metropolitan Administration (BMA). A sample of 400 students were studied. The research tool used was a self-constructed questionnaire containing questions regarding the students' general background, understanding capacity of self-employment, prestige perception of careers in self-employment, perception of parents expectation in students' self-employment, influence from advice of schools, achievement motive and belief in self-confidence. The collected data was descriptively analysed in term of frequency distribution, percentage, arithmetic mean, standard deviation and discriminant analysis by stepwise method. The result of the research revealed that most of the students in Mathayom Suksa III under the Jurisdiction of BMA have a high level of interest in self employment and factors related to discriminate interest in self - employment are influence from advice of schools, perception of parents expectation in students' self-employment and achievement motive. These factors are considerably account up to 70.5 percents at 0.05 level of significance

However, the research also found that the sampling group had medium level of influence from advice of schools and perception of parents expectation in students' self-employment. Therefore, supportive encouragement, education are very necessary for decision making to choose an appropriate profession. Government agencies, State enterprises and Private companies have arranged job training programs and provide education about career choices to citizens, but we must help people become aware of these services and use them appropriately.