

## Abstract

The research of “The women officers’ customer service through line : Women’s trap” was done since the researcher found that currently, women have paid important roles among organizations increasingly to make more profits that brought great success to their organizations. This changing situation was considered to be the good sign that our present society has opened mind to accept the women’s abilities. These women nowadays, the work matter was determined by Thai value of Patriarchy to choose the women roles in doing business, at least this reflected that the discrimination in labor force was better than in the former time.

However, the objectives of this research were to study the women idea who choose to service customers through line, to study involving factors and their motivation and to describe the women image of them by mean of quality research, field research, interview of 8 service customers officers and involving persons in determination or setting the guidelines to be the customer service officers, 1 female and 1 male to compare his sexual opinion for interpretation and analysis. Through beginning from the involving literatures with the women’s role in Thai society, the value of Thai society to judge Thai women including the women participation.

For the business aspect, what part of business direction they let women do and investigate the involving persons according to the various medias such as academic articles, researches, newspaper ... etc. For this research, we have selected only specific the women’s image attached with service jobs which considered as women jobs by their social ideal. However, the researcher has studied only women who choose to service customers through line, their working experiences not less than 3 years, or since 2004 after the “Tom Yam Kung Crisis”. Even the rate of employment was very slowly but the career of service customers through line still completely influenced towards women’s labor force market. The research of such samplings was done for understanding and recognition of the real situation that why women labor still wanted in the service jobs and finally, how the obstacle of women opportunities happened in such case.

The results we found that most of service customers through line samplings, they realized anything about this career trap. On the contrary, they thought that they could participate easily. But the fact that the longer they have worked in this career, their skill in service meant nothing and couldn't help in working the other job. The skill of working service through line was the specific job and no necessary to depend on other fundamental skills.

For the computer skill to be the main working component caused the officer samplings have no skill to work in the other working job. Therefore, there were obstacles and difficulties to change their job. The idea of this career trap came to their mind and seems to be more concrete for 8 service customer officers. For the 2 division managers, male and female sex, they had the same opinion.

Eventually, 10 samplings they couldn't refuse that specific office of service customers through line or Call Center must be established to encourage women to participate in doing business in the current society. This management was proudly done to drive women from their house activities into business and they were accepted among capitalism system. Everyone must earn their own living and occupied their spaces in society. Nowadays, women paid more important role than before since they helped to work for their families opposite from the former culture that only men had to work for their families.

In the coming future, women should pay more important roles and they can promote themselves for higher status and were accepted from Thai society to be the leaders and higher position through the images of good service officers. Meanwhile, service customers through line may consider the obstacle for the other career, opportunities and the women's real abilities.

The recommendations were as followings

1. The promotion of women officers to participate in activities of the same organization should be done seriously to create better friendship and to be the foundation of good relationship among colleagues.
2. The Excellence Rotation Management should be seriously studied and practiced to experience with the working relation and working absorbance.

3. The Cheer-up Program incase of the job attitude creation and the job working amusement should be continually taken advantage of organizing for best result of the agent's opinion.

4. The opportunities of women officers' advance should be considered through encouraging their learning opportunities of various training such as media and office instrument, Microsoft office working program ...etc. They could study and bring their knowledge and experiences to work more efficiently if they may change their job.

5. The average frequency of women officers' resign should be considered since it has affected personnel administration directly and clearly. Certainly, the suitable criterion or policy of human resources should be managed to be the guideline for further management in the recent future.

6. The realize understanding of how woman as a human being with the Occupation of the Oppressed.