

## **ABSTRACT**

Abstract of thesis submitted to the Graduate School of Maejo University in partial fulfillment of the requirements for the degree of Master of Business Administration in Business Administration

**OPINIONS OF THE EMPLOYEES TOWARD PRIVATIZATION OF PROVINCIAL  
ELECTRICITY AUTHORITY: CASE STUDY OF PROVINCIAL ELECTRICITY  
AUTHORITY AREA 1 (CHIANG MAI) NORTH REGION  
BY  
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The objectives of this research were 1) to study the employees' level of knowledge and understanding regarding the privatization of the government organization and the PEA; 2) to find out their opinions on such privatization; and 3) to provide guidelines to improve the privatization of the PEA to be acceptable to the employees.

The samples were 343 employees of the Provincial Electricity Authority Area 1 (Chiang Mai) North Region, selected by systematic sampling from those working in 40 locations in the areas of Chiang Mai, Lumphun, Lampang, Chiang Rai, Phayao and Mae Hong Son. They consisted of 44 employees at a management level and 299 at a workshop/operation level. The data were collected by means of questionnaires created in accordance with the objectives of this research and pretested for content validity and reliability and analyzed by using the SPSS/PC<sup>+</sup>.

The results revealed that most of the management employees had a moderate to high level of knowledge and understanding of the privatization of the government organization and the PEA. Their opinion on the PEA's preparation for privatization was moderate to low. They had a very high level of opinion on the privatization of the PEA in two topics: the rights of the employees, and information and the employees' cooperation. Their opinions were at a high level in three topics: structure of the organization, services to the

public, and work progress and security. Management employees with different knowledge and understanding had different opinions on the privatization of the PEA in the aspect of the rights of the employees.

Most of the workshop/operation employees had a moderate to low level of knowledge and understanding of the privatization of the government organization and the PEA. Their opinion on the PEA's preparation for privatization was moderate to lowest. They had a very high level on the PEA's privatization in two topics: the rights of the employees, and information and the employees' cooperation. Their opinions were at a high level in two topics: structure of the organization and work progress and security but their opinion on services to public was at a moderate level. The workshop/operation employees with different knowledge and understanding had different opinions on the privatization of the PEA in structure of the organization, services to the public, work progress and security, and the rights of the employees.

Both the management and workshop/operation employees recommended the following: continuous provision of clear and realistic information, knowledge and understanding of privatization to the employees; gradual transformation in organization structure; elimination of some unimportant steps in working procedures and creation of more decentralization; maintenance of the employees' rights; and participation of the employees in giving opinions and making decisions on the PEA's privatization.