

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

READINESS OF THE COMMUNICATIONS AUTHORITY OF THAILAND TOWARD LIBERALIZATION OF TELECOMMUNICATION BUSINESS

BY

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The purpose of this research were to examine 1) the officers' opinion toward the liberalization of the telecommunication business by The Communications Authority of Thailand (CAT) 2) operating tasks and problems appraisal involved in preparing for liberalization of the CAT.

The data were collected from the telecommunication officers who worked for the CAT in Bangkok Metropolitan area. A multi-stages random sampling technique was employed to select 355 samples for the analysis. The data were collected by means of questionnaires and analyzed by SPSS/PC¹ for frequency, percentage, means, standard deviation, t-test and F-test.

The findings were as follows:

1. Approximately 52.68 % of the respondents were male, while the remaining 47.32 % were female. A majority or approximately 43.94 % aged between 30-36 years. About 55.21 % were single, 42.53 % were married, the rest were divorced and widowed. A majority had no child (68.67 %).

Most of them (71.83 %) had bachelor degree, a majority of their salary rates were between 10,001-15,000 Baht (45.92 %), had 7-13 years work experience (41.13 %), and had their position in level 5-7 (68.17 %).

2. The officers agreed with liberalization in telecommunication business in the following areas: policy in welfare benefits, the status of works, the progress of works, and the security of occupation. Opinions of different sexes were different in the welfare benefits, and worker status. Those who had different salary had different opinion in worker status, and career progress. Different work experience groups showed different opinion in the welfare benefits, worker status, and career progress. Those with different positions had different opinion on career progress. However, the opinions from those different in education level were not different.

3. A majority of officers were well acknowledged in liberalization in telecommunication business of the CAT.

4. The officers' viewed that readiness for liberalization of telecommunication business of the CAT in personnel and budget were at a moderate level, while readiness for technology and management were at a low level.

The researcher recommended that 1) The National Communication Committee (NCC) who acts as a regulate organization should be independent non-government, and impartial. NCC should be self-sufficient with regular staff. 2) The appropriate Strategic Partner proportion of Thai and foreign holding company and distributing of the share in the right time should be set.