

**Title:** Investigating the Factors Influencing the Effectiveness of Performance Appraisals: A Perspective of Thai Employees

**Researcher:** Dusita Molee                      **Student ID:** 014130015

**Degree:** Master of Business Administration

**Advisor:** Dr. Apitep Saekow

**Academic year:** 2016

### **Abstract**

In the context of HRM, performance appraisal is concerned about performance management of employees in the organization, in which the effectiveness of the system relates with another relative human resource functions exist in the organization. Effective performance appraisal should offer positive experience and foster the feeling of good opportunities among employees. Hence, the finding of this research will reveal the influential factors affecting the effectiveness of performance appraisal in the private sector as perceived by employees, so that there will be no fear of appraisal in organization. In addition, the management people in an organization may have an idea of how to better manage employees' performances.

The researcher gathered the data from 385 respondents who were working in a private corporation in regard to the research issue that aims to investigate the factors that affect the effectiveness of performance appraisal as perceived by Thai employees working in the private sector. The data collection were made through online survey on Google Forms during November 1 – December 20, 2016.

The results from the multiple liner regression analysis suggested that only the management support, perceived trust, and perceived benefits can be used to predict the performance appraisal effectiveness in the private sector as perceived by Thai employees. These three factors positively associated the performance appraisal effectiveness, in which perceived benefits had the strongest relationship with the performance appraisal effectiveness, followed by perceived trust, and management support, respectively

**Keywords:** Performance Appraisal, HRM, Effectiveness