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BAMPEN PHONGPHETDIT : FACTORS RELATING TO THE SUCCESS OF ISO 9000 IMPLEMENTATION AT NURSING COLLEGES OF PRA-BOROMMARAJANOCK INSTITUTE, MINISTRY OF PUBLIC HEALTH. THESIS ADVISORS : CHAIWAT PANJAPHONGSE, Ph.D., DUSANEE SUTTAPREYASRI, Dr.P.H., PRASIT THONGSAVAI, Ed.D., SIRAVIT KOOLROJANAPAT, Ph.D. 221 P. ISBN 974-664-716-4

The purpose of this research was to study factors relating to the successful management of ISO 9000 implementation between 3 April - 30 April 2000 at 35 nursing colleges of Pra-borommarajanock Institute, Ministry of Public Health. Subjects were divided by ISO 9000 implementation into a success group (n = 31), a processing group (n = 44) and a non ISO 9000 implementation (n = 50). In-depth interviewing and questionnaire concerned personal characteristics, processing system, organizational structure, information technology utilization and environmental conditions. Chi-square analysis and discriminant analysis were used in this study.

The findings of this study showed that structural factors concerning to the operational/job planning had the highest association. And, when the reasons for ISO 9000 implementation were analyzed, it was discovered that the first reasons was due to a need for a systematic working, secondly, they agreed that ISO is one of evident system with a presence of clarify document. All these are considered as concerning with the planning process at a level of significance of 0.05. The finding derived from a discriminant analysis of the groups with success of ISO implementation and processing group with nonsuccess of ISO implementation. As it was discovered that job/operational planning had a maximum discriminant function, while leadership characteristic is the second.

This research finding provide a significant basic data for recommendation on Planning, managing, operation and organizational development leading to adjustment and change in order to stimulate a continuous development to cope with national educational situation and existing world.