

Supattra Sujitwanit 2009: Circumstances Focused on Productivity Based on Company Profile. Master of Engineering (Engineering Management), Major Field: Engineering Management, Department of Industrial Engineering. Thesis Advisor: Associate Professor Kongkiti Phusavat, Ph.D. 158 pages.

The main aim of this research was to investigate the relation between importance level of productivity measurement and company profiles in order to fulfill knowledge on productivity measurement, gain better understanding on when to measure productivity. The scope of this study was the data use for analysis based on the survey developed by Phusavat and Kanchana (2007) Response from top management level on productivity importance and company profiles -1) industry type 2) number of employee 3) business year 4) ownership 5) customer target- were analyzed by using descriptive statistical analysis and were also tested for impacted factor by GLM (General Linear Model)

The analysis result has 2 topics which are one factor and pair-wise factors. At one factor consideration, the different company profiles which caused different importance level of productivity measurement are manufacturing size - lower number of employee higher productivity important level- and business-owner type – joint venture company has higher productivity important level compare to wholly local firm-. More detail consideration by company profiles pair-wise analysis showing that there is no particular pattern for productivity importance level, 18 percent of circumstance must-have productivity, 74 percent require-to-measure productivity measurement and other 8 percent perceive as should-measure. From 92 percent of circumstances define productivity as must-have or require-to-measure performance reveal the positive perception on productivity measurement from top management in Thailand

/ /

---

Student's signature

---

Thesis Advisor's signature