

Nattavadee Kovitangoon 2012: Communication and Perception of Organizational Change: A Case Study of Post-Mergers and Acquisitions in TMB Bank Public Company Limited. Master of Business Administration, Major Field: Business Administration, Faculty of Business Administration.  
Thesis Advisor: Mrs. Haruthai Numprasertchai, Ph.D. 155 pages.

The objectives of this research were 1) to study the level of significance each factor in the communication model according to the opinion from employees of TMB Bank Public Company Limited 2) to study the employee's perception on changes in the organization after the mergers and acquisitions and 3) to study the efficiency of communication for employee's perception after giving levels of significance to each factor in the communication model. Key informants used in this research are employees who were employed during the merge in 2004 and is currently employed. The employees can be divided into 3 groups which are employees who worked in DTDB, who worked in IFCT and who work in TMB Bank before the mergers and acquisitions. This study also include new employees who work in TMB Bank after the mergers and acquisitions. Total number of employees in this research were 22 employees. This research used in-depth interview techniques and used frequency, weighted score, key words and percentage for data analysis.

The research found that the most selected and most important sub-factor in communication model are objective understanding of sender in communication, using an easy word for a clear message, an appropriateness between channel and receiver, an appointing of a meeting within organization, an efficiency in channel's approaching receiver and critical thinking and rationality skills of receiver. About perception toward changes after merging in 3 institutes and acquisitioning from ING, employees have perceived 4 aspects overall at 71.29 and 89.14 percent in order. Employees perceive about organization's changes through communication model's factors that are important for them, so perception of organization change will be effective when those factors in communication model have been supported as well from organization.

This research can be the way to improve and develop a communication's strategy in organization which have changed especially after mergers and acquisitions to create the employee's perception according to communication's objective.

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Thesis Advisor's signature