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RAM POMTHONG : THE DECISION-MAKING PROCESS IN CHOOSING AN AUTOMATED LIBRARY SYSTEM BY THE ACADEMIC LIBRARY DIRECTORS. THESIS ADVISOR: ASST. PROF. NONGLAK MINAIKIT, Ph.D., 166 pp. ISBN 974-332-090-3

The objectives of this research are to study the decision-making process in choosing an automated library system by the academic library directors regarding its organizational and decision-making factors; the criteria in choosing an automated library system; decision-making procedures; and decision-making evaluation.

The main hypothesis of this research is that there is no significant difference in the decision-making process in choosing an automated library system among academic library directors.

Data gathering were conducted through interview of 22 academic library directors. All were decision-makers in choosing an automated library system of their own libraries.

The research reveals that the principal reason for introducing an automated library system is to increase efficiency of information services. The main organizational factors that influence the directors' decision are budget, library work plan, and external support. The most important criteria in choosing an automated library system is the software qualification. And the first activity done by most library directors is project planning. The library directors thought that improved service productivity is the most beneficial outcome derived from an automated library system.

It was found that all aspects of the decision-making process in choosing an automated library system by academic library directors are considered to be highly important. Hypothesis testing under the coefficient of variation analysis shows only minimal variation. In addition, the Chi-square test indicates that there were no significant differences at level .05 among academic library directors' decision-making process in choosing an automated library system.

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