

พิมพ์ต้นฉบับบทความวิทยานิพนธ์ภายในกรอบสี่เหลี่ยมนี้เพียงแผ่นเดียว

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KEY WORD: WORKING PROCEDURE/ADVERTISING AGENCY/CONFLICTS

RUNG TIP TEERAWORAWONG : WORKING PROCEDURE OF ADVERTISING AGENCY :

DDB NEEDHAM. THESIS ADVISOR : M.L. VITRATORN CHIRAPRAVATI, Ph.D. 123 PP.

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The objectives of this research were to outline structure, system, conflicts, and how to solve conflicts in a medium-sized advertising agency, as here named DDB Needham. The research methods used were personal interviews and participation observations with its ex-employees, which are based on Organization Theory.

The system of a medium-sized agency is very flexible. During a normal period, its system is similar to that of agencies of other sizes. But when it comes to crisis, some of the (traditional) processes might have to be skipped as deemed necessary. In the work processes during a crisis, all-channel communications, with a majority of horizontal communications, will be frequently employed.

Furthermore, most of the conflicts emerge between group or departments in the organizations are a result of the lacks of information, different objectives, or personal behavior. The most frequently and probably best solution used to solve conflicts is through personal conversations. Other solutions include assigning "Buffer" position like Traffic co-ordinator as well as using circulated documents.

Advertising agency's conflicts are based on Interactions Approach which does not always regard conflicts as destructive but as routine and even constructive which help produce better creative works.

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