

#C851838 : MAJOR DEVELOPMENT COMMUNICATION

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COMMUNICATION STRATEGIES USED IN THE REENGINEERING PROJECT OF THE TECHNICAL DEPARTMENT, THAI AIRWAYS INTERNATIONAL, PUBLIC COMPANY LIMITED. THESIS ADVISOR : ASSO.PROF..THANAWADEE BOONLUE, Ph.D.137pp. ISBN 974-636-564-9.

The propose of this research is to study the strategies of communication used in the Reengineering Project of the Technical Department, Thai Airways International, Public Company Limited. The style of organization communication and the effectiveness of communication which affect to knowledge, attitude and adoption of employees is also studied. By using 2 types of methodologies; 1.Depth interview 3 executives who involved in the project. 2.Self administered questionnaire to collect data from a total of 370 employees. Using frequency percentage, mean, t-test, ANOVA and Pearson's Product Moment Correlation Coefficient data through SPSS's program to analyse the survey data collected.


Resultes of the research were as follows :

1. Downward communication was used as strategic approach in the THAI Technical Department Reengineering Project. Moreover, mass media was also used in this project. In which both of them; downward communication and mass media were used in order to induce to two-way communication.
2. Horizontal communication in Technical Department was most frequently found in Reengineering subject of discussion.
3. Most of the employees had moderately high level of knowledge about the Reengineering Project, high positive attitude and moderate adoption.
4. Downward communication affected employees' knowledge but horizontal communication, diagonal communication and upward communication affected employees' adoption in which the horizontal communication was the most effective to the adoption of Reengineering Project.
5. A significant positive relationship was found between sex and attitude and sex and adoption; male had more positive attitude and more adoption of the Reengineering than female.
6. A significant positive relationship was found between the level of education and adoption; highly educated employees had more adoption of the Reengineering than lower educated employees.
7. A significant positive relationship was found between knowledge and attitude toward the adoption of the Reengineering Project.

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