

| | |
|-----------------------|--|
| Thesis Title | THE PERSONNEL'S OPINION ON THE EFFECTIVENESS IN IMPLEMENTATION OF QUALITY LEADERSHIP PROCESS TO INCREASE OPERATIONAL EFFICIENCY AND REDUCE OPERATING COST : A CASE STUDY OF THOMSON TELEVISION (THAILAND) CO.,LTD. |
| Student | Mr. Ong-Art Veerasontorndet |
| Thesis Advisor | Associate Professor Chalermpong Meesomnai |
| Level of Study | Master of Arts (Organization Management) |
| Faculty | Graduate School, Sripatum University |
| Year | 2000 |

ABSTRACT

The purpose of this research was to study the personnel's opinion on the effectiveness in implementing systematic Quality Leadership Process (QLP). Questionnaires were administered to collect data from 338 staffs of Thomson Television (Thailand) Co.,Ltd. in October 1999. Such data were then, analysed by Pearson's χ^2 -test.

Findings revealed that the implementation of QLP could increase operational efficiency and reduce operating cost very effectively. Hypotheses has also been proven valid where sexes, ages, job positions and working periods cause differential opinions in comparison to the effectiveness in the implementation of QLP to increase operational efficiency and reduce operating cost. Only educational levels showed a relationship with effectiveness in the implementation of QLP in statistically significant level at 0.01. As a consequence of the serious and continual training, employees in all educational levels could learn and develop themselves to understand the meaning and value of QLP equally. This caused no difference in knowledge, nor an inclusive status in hypothesis. Also, most respondents in associate degree/higher vocational level, made differential opinions from other respondents in other levels of education.