

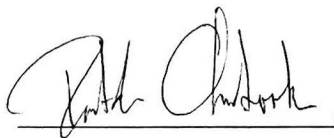
Pilan Teepiwat 2007: The Meaning Construction of Work Ethic of Employees:
A Case Study of an Electronic Component Factory, Pathum Thani Province.
Master of Science (Industrial Psychology), Major Field: Industrial Psychology,
Department of Psychology. Thesis Advisor: Assistant Professor Panatda Chumnansook,
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The objectives of this research were to: (1) Study the meaning construction of work ethic of employees by using Osgood's semantic differential technique. (2) Study the factors of work ethic by using factor analysis. (3) Compare the personal factors: age, educational level, position, job field and work experience with the meaning construction of work ethic. (4) Study the relationship between achievement motivation and meaning construction of work ethic. The samples were 394 employees working in an electronic component factory, Pathum Thani Province. The data were collected by the designed questionnaires. Frequency, Percentage, Mean, Standard Deviations, Factor Analysis, One Way ANOVA, and Pearson's Product Moment Correlation Coefficient were employed in the statistical data analysis. The level of statistical significance was defined as .05.

The results of the research indicated that: (1) The employees constructed 46 meanings of work ethic. The highest ranked priorities were gratitude, loyalty to organization, solution to work, and honesty. The same meaning of work ethic as constructed in the organization was honesty. The meanings of work ethic were constructed differently between employees and the organization in terms of respect for rules and regulations, self-development and proactive. The factors analysis yielded 5 factors of work ethic: roles and responsibility, organization, mind and emotion, work performance and working with others. The organization constructed 7 factors of work ethic: respect the rules and regulations, responsibility awareness, customer focus, be proactive, self-development, emphatic communication and active teamwork, high loyalty. (2) The employees who had different ages constructed different meanings of work ethic but not reach the significance. The employees who had different educational levels, positions and job fields constructed different meanings of work ethic significantly in the factor of mind and emotion, work performance. The employees who had different work experiences constructed different meanings of work ethic significantly in the factor of working with others. (3) Achievement motivation had significantly positive correlation with constructed meaning of work ethic in the factor of roles and responsibility, organization, mind and emotion, and work performance.



Student's signature



Thesis Advisor's signature

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