

Thesis Title : Administrative Leadership with Application to appurisdhamma 7
: A Case Study of True Corporation Public Company Limited

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Degree : Master of Arts (Public Administration)

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Abstract

The purposes of this research are i) to study the administrative leadership with application to Sappurisdhamma VII as viewed by employees; ii) to compare the opinions of employees in administrative leadership with application to Sappurisdhamma VII, classified by personal factors; and iii) to study the problems and suggestions of staff to bring the principles of Sappurisdhamma VII to apply to the administrative leadership of True Corporation Company Limited (Public Company). Survey research with samples as employees of True Corporation Company Limited (Public Company) of 375 staffs.

Tools for data collection were questionnaire with the reliability value equal to 0.939. Program for social science research was employed for data analysis by using statistical techniques such as frequencies, percentage, average, standard deviation(S.D) for describing data from variables or personal characteristics. The analysis was also done through t-test for analysis the hypotheses in order to test the average difference between the two groups and f- test by one-way analysis of variance (One-way ANOVA) and the Least Significant Difference: LSD for testing the differences between the averages from three or more groups.

The results from this research were concluded as follows:

1. The opinion of staffs to the administrative leadership with application to Sappurisdhamma VII : A case study of True Corporation Co., Ltd. (Public Company) were at high level ($\bar{x} = 3.69$), when considered in each aspect, it revealed that staff had viewed at the high level on all aspects.

2. Staff commented that the administrative leadership with application to Sappurisdhamma VII: A case study of True Corporation Co., Ltd. (Public Company), classified by personal factors, it revealed that age, position, and working experience found significant difference at 0.05 level so that accepting the formulated hypotheses, while it was noticed that sex, marital status, education level and income per month were not noticed statistically significant different even at 0.05 level, it rejected the set hypotheses.

3. Staff respondents commented that the administrative leadership with application to Sappurisdhamma VII: A case study of True Corporation Co., Ltd. (Public Company) exhibited that most answers about the executives rather than organization, and the overall results of seven aspects were at a high level, but some staff had the opinions that Executives are not neutral, whether the command, evaluation of performance, support subordinates get promoted and do not hear the opinions of subordinates or about equipment that was not enough to work, to provide training about morality and ethics ,have and put the man not suitable to the work or too much work until job is done an mistakes easily. Therefore, some staff respondents mentioned above has suggested that executives be neutral. Workload should be managed to suit the manpower. Provide equipment and materials to meet performance. Provide training in morality and ethics. Make the event in the cause of unity. And preparation of offering a clear policy for all employees to follow in the same or similar companies should not focus on work aimed at a single volume. Should focus on work aimed at both quantity and quality in order to compete with competitors.