

The Factors Affecting of Potential Development Business Company Limited in Thailand

Nantagon Songoen, Chinnaso Visitnitikija and Tosaporn Mahamud

Abstract—This research article The objectives were 1) to study the factors of organizational design of CDE Co., Ltd. 2) to study the development indicators to become a high potential organization of CDE Co., Ltd. 3) to compare opinions on the development indicators. To become a high potential organization of CDE Company Limited by quantitative study 95 sets of questionnaires were used as a tool to collect information from executives, department managers. Department manager and deputy or assistant of CDE Co., Ltd. is a tool for collecting data and using statistics for data analysis, namely t-test. ANOVA analysis uses F-test, (One-way ANOVA), Pearson Product Moment Correlation and Multiple Regression Analysis The study found that Overall, CDE Company Limited's overall opinion level of organizational design factor data was averaged as a high priority. The individual opinions are at a very important level. Sort as follows Operation system in the strategic aspect of the organization knowledge and ability Personnel in the organization organizational structure shared values management style The data showed that the CDE Company Limited's high-performing organization development indicators had a very high average of opinions. The average of the opinions of each item was at the very important level, in the following order: As an organization that can motivate everyone to focus on and follow the strategy. On the other hand, it is an organization that gives importance to external On the other hand, it is an organization with good leadership. A side is an organization that has a visible vision. On the other hand, it is an organization that works as a team. On the other hand, it is an organization that uses trust. Side is an organization that has a consistent structure and work processes. On the other hand, it is an organization that aims to produce a body of knowledge.

Keywords— Organization, Potential, Factors Affecting

I. INTRODUCTION

At present, CDE Company Limited operates its business with a purpose. Leadership construction supervision (Construction Management) Construction Consultants and construction management including consulting Engineering and Architectural Design so that the construction works accordingly goals and objectives both in terms of construction costs duration and quality and condominium projects that will be projects in Bangkok Perimeter and projects in major provinces such as Pattaya, Hua Hin, Phuket by CDE Company Limited, a leading company in real estate business in Thailand.

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Focusing on doing business to create better living for home buyers and all involved parties under good governance. (Teodorczuk, Fraser, & Rogers, 2018) CDE Co., Ltd. focuses on the whole process from the beginning. Until delivering quality condominium projects to consumers, including research, innovation development, technology, construction, design, as well as material selection and service. In order to provide housing that can meet the needs of consumers that are always changing well and perfectly To provide consumers with a better quality of life and well-being as well as giving importance to society, partners, shareholders, employees within the organization And those who are involved in every part, which at present, CDE Company Limited has changed a lot. especially the change in the rate of manpower of the company that has been limited has decreased Modification of the work structure Implementation of the Quality Assurance System including the impact of the economic downturn that occurred This will cause the employee's performance in the company to not achieve the desired efficiency and effectiveness. (Cotton, 1993)

CDE Company Limited has to focus on the development of departments and human resources at the same time. (Mahamud, 2021) By setting the goals of the agency to increase the performance as well as the feeling of the operators to be satisfied with the work. Therefore, it can truly create success in the work. elements of the administration of various organizations whether it is public, private or state enterprises The key factor for the best operation is personnel or employees. If any organization can manage human resources to work for maximum benefit, it will create progress for the organization. Mental needs, morale, and satisfaction are key to enhancing job efficiency and effectiveness. The operating environment is defined as visible physical resources such as buildings, office equipment, land, etc., and management should manage physical resources cost-effectively. and must be maintained to be ready to use regularly The working environment factors are related to work efficiency, such as working atmosphere. Relationships between operators and supervisors, etc. In addition, human resources are considered important elements. If there were no human resources, there would be no organization. Good executives must provide effective human resources. which can arrange personnel to suit the job work at their own pace Personnel will cause satisfaction in work. The work will be efficient and effective quickly, accurately, and timely. (Badawy, 2007) Therefore

human resources are the key reasons that affect the production efficiency and product quality standards. increase production costs Businesses therefore develop the efficiency of personnel operations to have the skills necessary for professional development. Developing one's capabilities to their full potential with factors affecting operational efficiency of operators. in order to be able to work with the highest efficiency It will bring standard quality products such as gender, age, status, education level, job position, average monthly income. Length of work and working factors such as knowledge and understanding of the work performed working environment Relationships with people at work stability in work and morale at work (Effron, Gandossy, & Goldsmith, 2003)

From the foregoing, the students are interested in studying the factors affecting the potential development of CDE Company Limited. From the above conditions, it is important to the executives from the head of the department upwards in management. CDE Company Limited's work related to roles such as organizational structure, strategy, operating system management style personnel in the organization knowledge and common values, etc. In addition, it is unclear whether there has been a research study or an evaluation of the success of CDE Company Limited's business. Therefore, the researcher is interested in studying the factors affecting the development of high potential of CDE Company. limited for the benefit of improving the management and performance of employees more appropriately This will lead to the development of real estate business to a better standard and a

company in the field of leadership. Project management and construction supervision Including consulting in engineering and architecture. so that the construction works accordingly goals and objectives both in terms of construction costs Duration and quality are the top of Thailand next.

II. RESEARCH OBJECTIVES

To study the organizational design factor of CDE Company Limited To study the development indicators to become a high potential organization of CDE Company Limited.

A. Hypothesis

1. Different personal data have different opinions on CDE Company Limited's high performance development indicators.

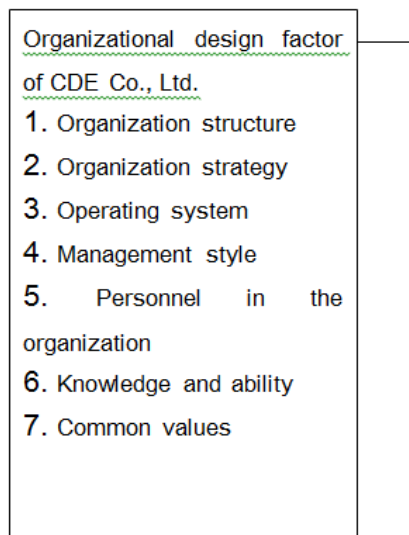
2. The organizational design factor of CDE Co., Ltd. is related to the development indicators to become a high potential organization of CDE Co., Ltd.

3. Organizational design factor of CDE Co., Ltd. influences the development indicators to become a high potential organization of CDE Co., Ltd..

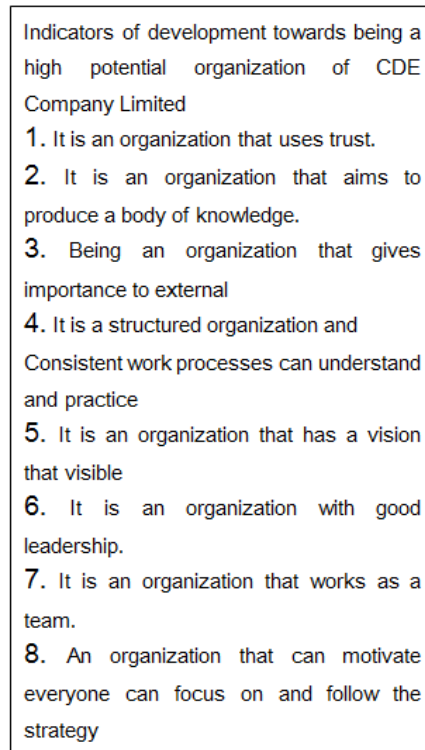
B. Concept of framework

From the above study The students learned about McKinsey's concept of organizational design (7S) and development indicators to become a high-potential organization. To be used as data for determining guidelines for measuring the success of CDE Company Limited's business with the initial and dependent variables as follows:

Early variable



dependent variable



III. RESEARCH CONCEPTUAL FRAMEWORK.

A. Research method

Study subject Factors affecting the potential development of CDE Co., Ltd. has the objectives To study the factors of organizational design of CDE Co., Ltd., indicators of development towards being a high potential organization of CDE Co., Ltd.

B. Resources used in the study

Resources used in the study There are two types of data sources in this study: Primary data is the data obtained from the questionnaire for collecting data. From employees at the head level and up in CDE Company Limited, 30 people were the respondents. Secondary data is information obtained from textbooks. Study reports, related documents and internet.

C. Population and samples used in the study

Population used in the study Personnel in the position of general staff working and employees at the head level of CDE Company Limited. The total population is 120 people. The confidence level is 95%, with an error of 0.05 using the Taro Yamane formula (Ymane, Taro, 1967. :56) in the calculations as follows:

$$n = 120/1+(120 \times 0.0025)$$

$$n = 120/1+0.3$$

$$n = 120/1.03$$

$$n = 92.30$$

In this study, a sample of 95 people was used. Information gathered from Study and research from various sources, including textbooks, documents and the results of other research studies related Information obtained from answering the questionnaire of the target group and get it back by yourself Conduct a complete check This ensures that the questionnaire is complete, complete and can be used for further analysis.

D. Data processing and analysis

Process the data obtained from the questionnaire with a computer program by finding the percentage (Percentage) and the mean (Mean), Microsoft Excel program, which is a package program for creating pie charts (Pie Chart) and bar charts (Bar Chart) with words. explain the result and bring the results obtained from the chart to present for analysis according to the characteristics of various variables.

IV. SUMMARY, DISCUSSION, AND SUGGESTIONS

Study subject Factors affecting the potential development of CDE Co., Ltd. has the objectives To study the factors of organizational design of CDE Co., Ltd., indicators of development to become a high potential organization of CDE Co., Ltd., to compare opinions on the indicators of development to become a high potential organization of CDE

Co., Ltd. Classified by personal information The relationship between the organizational design factor of CDE Company Limited and the development indicators of CDE Company Limited's high potential organization. The high potential of CDE Company Limited is a quantitative study. (Quantitative Research) using 95 questionnaires as a tool to collect data and use statistics for data analysis, namely t-test. ANOVA analysis uses F-test, (One-way ANOVA), Pearson Product Moment Correlation and Multiple Regression Analysis. The results of the data analysis can be summarized as follows:

A. Information about CDE Company Limited's Organizational Design Factors

The study found that Overall, CDE Company Limited's overall opinion level of organizational design factor data was averaged as a high priority. The individual opinions are at a very important level. Sort as follows Operation system in the strategic aspect of the organization knowledge and ability Personnel in the organization organizational structure shared values management style respectively, with details as follows:

1. Organizational structure The total and individual averages were at very high levels. It consists of the relationship of each line of work that facilitates the operation to achieve the goals. Job duties (JD) are clearly defined and effective. The division of command is decentralized. There is a division of command line that is not too long. and coordination between departments is being carried out in a systematic way Make the job successful in order

2. Strategic aspects of the organization The total and individual averages were at very high levels. It consists of a flexible strategic plan. can be adjusted according to the situation Systematic and actionable goals are set. Strategies are clearly conveyed into action. Strategies are planned that are appropriate to the goals and missions of the organization, respectively.

3. Operation system The total and individual averages were at very high levels. It consists of an operating system that clearly divides the work according to the line of work. The operating system is customer oriented. A standard system has been used in operations. The work system is safe for health. of employees and the environment, respectively

4. Management style The total and individual averages were at very high levels. It consists of leaders who set a good example for those who subordinate Leaders periodically review all aspects of operations and performance. Leaders have broad vision, strong leadership and decision-making. There is a decentralized distribution of management powers from high-level bosses to their own-level bosses, respectively.

5. Personnel in the organization The total and individual averages were at very high levels. consisted of exchanging knowledge and constantly develop the skills and abilities of personnel Opportunity to advance in the role ready to develop in each position have the opportunity to express opinions to supervisors for colleagues to improve the organization Welfare

and fair performance evaluation, respectively.

6. Knowledge and ability The total and individual averages were at very high levels. It consists of employees in the organization who have the ability to motivate customers as well. The ability to create good results for the company of personnel in the organization, knowledge, understanding, expertise in responsible work, respectively.

7. Common values The total and individual averages were at very high levels. consisting of supervisors and colleagues to support and cooperate willingly The company continually organizes activities that are beneficial to society. Employees sacrifice more work time for the company to advance the company. All employees take pride in being the personnel of the company, respectively.

Comparison of opinions on CDE Company Limited's development indicators of high potential organization, classified by personal data.

Different personal data have different opinions on CDE Company Limited's high potential organization development indicators. Length of work in the organization Different Average Monthly Income Affects Opinion of High Performance Enterprise Development Indicators Different CDE Co., Ltd. For personal data, different age, education level and marital status affect the indicators of development into a high potential organization of CDE Co., Ltd. are not different.

B. Information, the relationship between CDE Company Limited's organizational design factor and CDE Company Limited's development indicators to become a high-performing organization

The study found that Organizational design factors of CDE Co., Ltd. in terms of management style (Style) in personnel in the organization The shared values (Shared Values) correlated with the indicators of development into a high potential organization of CDE Co., Ltd. The relationship level was very high in the same direction. and organizational structure in the strategic aspect of the organization Operation system knowledge and ability There was a relationship between the organizational design factor of CDE Co., Ltd. and the indicator of development towards a high potential organization of CDE Co., Ltd. at a high level of relationship in the same direction.

C. Organizational design factors of CDE Co., Ltd. influence the development indicators to become a high performance organization of CDE Co., Ltd

The study found that Factors for success in management management style Personnel in the organization knowledge shared values It had a statistically significant influence on the CDE Company Limited's high-performing organization development indicator at .05 level.

V. DISCUSSION OF RESULTS, RECOMMENDATIONS FROM THE STUDY

The researcher has suggestions from the study for applying this research result. to be applied in the development of the

organization to have high working potential as follows.

A. Shared Values

Executives should allow teams in the organization to participate in setting common values. to create acceptance Campaigning for employees to be aware of Influencing and building trust with employees at all levels in serious implementation throughout the organization There is a clear deadline for completion. and have success indicators This will create a culture and organizational behavior that results in the organization's sustainable success and development of the organization to have high working potential.

B. Operating system (System)

Executives should set up a work system that Uncomplicated, connected and consistent, appropriately, efficient. Prepare an operating manual Regulations and procedures in operation To be able to achieve the required requirements and create widespread awareness in response to the set goals. There are indicators to direct the important steps and directly affect the success of the work. There is a clear operational process control and measurement principles that meet the goals and objectives. Flexible, ready to adapt to changing situations.

C. Organizational structure (Structure)

Executives should design a Lean Organization project to be an effective organization. be active Fluency in operation Covering all dimensions of the operational process and support to work across departments (Cross-functional Operations) focus on the activities that truly affect the value of the product. Determine the targeted values of the production system. Communicate thoroughly to employees at all levels so that they can work together to develop work to achieve the goals as set.

D. Styles of Management

Executives should set a vision. The objectives and goals of the organization are clearly communicated. for employees at all levels to be widely known Build confidence and convince the team to work towards the vision. have follow-up Set product quality standards for control. Improve quality control and reduce losses in factories by using engineering techniques and methods to develop work.

E. Skills

Executives should develop personnel to be competent in their work. Motivation by assigning challenging tasks to create new competencies. Measure results by evaluating performance from both supervisors. as well as those who have the authority to evaluate the various concepts based on facts, fairness, unbiased and verifiable.

F. Organizational Strategies

Executives should analyze the organization with SWOT Analysis , TOWS Matrix together with PEST Analysis to bring the results to define the vision, objectives and goals of the organization. Develop a flexible strategic plan to deal with

emergencies. in the preparation of the organization's strategic plan by allowing executives/supervisors at the secondary level and employees to participate in the preparation To create acceptance and cooperation in implementing strategies to achieve results.

G. Personnel (Staff)

Management should set a manpower rate to suit the workload. Manage personnel to have a commitment to the organization and develop personnel to be able to perform tasks according to the goals and missions of the organization with efficiency and achieve results according to organizational strategies. inculcating shared values, culture, and desirable behaviors as desired by the organization.

VI. SUGGESTIONS FOR THE NEXT STUDY

In the next research study should study the form of organizational culture creation that creates shared values and personnel in the organization.

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