

TOPIC : Factors Affecting Demand for Personnel Master Degree Study
of Private Companies in Bangrak Bangkok

DEGREE : Master of Business Administration

MAJOR : Marketing

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ABSTRACT

The purposes of this research were to investigate the factors affecting demand for further a master Study of private companies in Bangrak Bangkok. It was to investigate the personal factors related to demand and social – economic factors related to the factors affecting demand for further a master Study of private companies in Bangrak Bangkok, who wanted advanced degree the instrument for collection data was the questionnaire with closed – opened questions. The data were analyzed by percentage, arithmetic mean, standard deviation, and Chi-square.

The results revealed that:

1. There were 23 private companies who desired to study with readiness for master degree (15.6%) 90 private companies desired to study without readiness (61.2%), and 34 private companies did not desired to study (23.1%)

2. The personal factors status and social – economic factors of officers of the factors affecting demand for further a master Study of private companies in Bang Rak Bangkok consider separately each category as follows:

The analysis personal factors consisted of female (68.7%), The age of private companies were among 21 to 27 years (49.0%) with average age was 28 years, with standard deviation equal to 27.87, and the status were single (71.4%)

The analysis personal factors consisted of female (68.7%), The age of private companies were among 21 to 27 years (49.0%) preferred evening program (63.9%), preferred business

administration program (50.3%) and information or advising accessed by internet of television or radio media (51.7%)

3. The factors that had shown no statically significant difference at 0.05 on relation to demand for further a Master Degree study were sex, age, status, income, time, technique a distributor and media.

4. The main cause of un-readiness of the factors affecting demand for further a master Study of private companies in Bangrak Bangkok, Total Access Communication Public Company Limited were inadequate time problem about 38.8 percent.

5. The opinion of the factors affecting demand for further a master Study of private companies in Bangrak Bangkok, Total Access Communication Public Company Limiter for progress to function with their salary in institution to manage properly time and to study internal a country.