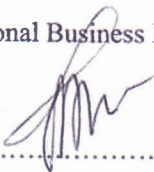


## Abstract

Research Title : Motivating operation of employees to increasing the Efficiency  
 Researcher : Duangkamon Srikerdcruen  
 Degree : Master of Business Administration  
 Major : International Business Management  
 Advisor :   
 (Chitavorn Leelaplin ,Ph.D.)  
 ..... 14 / JAN / 2016 .....

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This research aims 1) to study Motivating operation affecting Efficiency of Employee's Thaisri Insurance Co.Ltd. 2) to study Demographic characteristics affecting Efficiency of Employee's Thaisri Insurance Co.Ltd. The sample group used in this research consists of Employee's Thaisri Insurance Co.Ltd. 162 people by used random sampling. A questionnaire was used as a tool for collecting data and statistical tools were frequency, percentage, mean, standard deviation, t-test and one-way analysis of variance.

Research findings were as follows 1) Most of the respondents were female, aged between 25 – 35 years old, single, education bachelor's degree, earned a monthly income between 20,001-30,000 baht, and work experience between 11 - 20 years. 2) Motivating operation overall aspect was at the high level. When considered each aspects, it was found that Motivating operation were at the high levels in terms of Working Environment, Advancement, Benefits and Compensation, respectively. 3) Efficiency of Employee's Thaisri Insurance Co.Ltd. was at the high level.