

A STUDY OF WORKFORCES' MOTIVATION IN THAILAND OIL AND GAS INDUSTRY

SUTTIPORN WANNANURAK 6349039

M.M. (GENERAL MANAGEMENT)

THEMATIC PAPER ADVISORY COMMITTEE: ASSOC. PROF. SOOKSAN KANTABUTRA, Ph.D., ASSOC. PROF. RANDALL SHANNON, Ph.D., ASSOC. PROF. JUTHAMAS KAEWPIHIT, Ph.D.

ABSTRACT

The objective of this thematic paper is to find how to increase employee motivation, retention, and talent recruitment for oil and gas industry in Thailand. This research was utilized an in-depth interview with workforces in oil and gas companies in Thailand, recruiters for oil and gas businesses, and university students by unitized semi-structured questions in order to obtain their insight based on viewpoints and experience. The two main theoretical frameworks that are applied to this paper are Maslow's Hierarchy of Needs and Sustainability Corporate Theory. The result of this interviews portrayed such provision of needs and sustainability corporate practices affected employee motivation, retention, and talent recruitment.

The result from the analysis is shown that how could the oil and gas industry and companies in Thailand can adjust enhance according to the requirement of the applied theories. At the end of the paper, recommendations are provided for the industries to grasp the opportunity to support for workforce motivation, retention and future recruitment of the employee which ultimately could enable companies striving toward sustainable competitive advantage.

KEY WORDS: Oil and Gas Business / Employee Retention / Talent Recruitment / Maslow's Hierarchy of Needs / Sustainability Corporate Theory

73 pages