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AFFECTING OF ORGANIZATIONAL STRATEGY ON ORGANIZATIONAL PERFORMANCE FOR MEDIA AGENCY IN BANGKOK THAILAND

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INTRODUCTION

In the dynamic landscape of the media industry, where technological advancements and evolving consumer behaviors continually reshape the way content is created, distributed, and consumed, the role of organizational strategy becomes paramount for the sustained success of media agencies. A robust strategy not only serves as a roadmap for navigating the complexities of this ever-changing landscape but also plays a pivotal role in determining organizational performance. This intricate interplay between strategy and performance forms the cornerstone of success for media agencies striving to stay ahead in an environment characterized by rapid innovation and fierce competition. Media agencies, tasked with the responsibility of connecting brands with their target audiences through strategic planning and execution, face unique challenges that necessitate a nuanced approach to organizational strategy. As media consumption patterns shift, influenced by technological breakthroughs and changing demographics, media agencies must continually refine and adapt their strategies to remain relevant and effective. In this context, a well-crafted organizational strategy serves as a guiding framework that aligns the agency's goals with the dynamic demands of the media landscape



OBJECTIVE

RESEARCH QUESTION

1. What is the most effective Chanel of Information Exporsure on students' decision making?
2. What is the current situation of Chanel of Information Exporsure and students' decision making?

RESEARCH OBJECTIVE

1. To clarify the most effective Chanel of Information Exporsure on students' decision making.
2. To understand the current situation of Chanel of Information Exporsure on students' decision making.



METHODOLOGY

POPULATION AND SAMPLING

The research focuses on employee who work in media agency in Bangkok, Thailand, constituting a population that cannot be precisely determined. The researcher employed W.G. Cochran's (1953) formula, establishing a sample size of 200 units at a 95% confidence level, utilizing a multi-stage sampling method.



METHODOLOGY

DATA COLLECTION

The research instruments employed for data collection comprised a tailored questionnaire aligned with the operational definition and characteristics to be assessed. To ensure the accuracy of research outcomes and the fulfillment of stated objectives, the researcher conducted a rigorous assessment of the questionnaire's validity and reliability. A preliminary pre-test involving 40 participants was administered, and the confidence check results indicated values ranging from 0.7 to 1.00 for each question and the overall questionnaire. Furthermore, the questionnaire successfully passed the content review conducted by the advisor. Consequently, it was determined that the questionnaires were suitable for collecting data.



METHODOLOGY

DATA ANALYSIS

Statistics used in data analysis to answer the objectives of this research are descriptive statistical analysis used to describe the demographic characteristics of the sample, the statistics used were frequency and percentage, mean, and standard deviation. inferential statistical analysis is used to test hypotheses which used a simple Pearson Product Movement Correlation Coefficient analysis to test the correlation of two independent variables, and multiple regression analysis to test the influence of independent variables on dependent variables.



RESULTS AND FINDING

DESCRIPTIVE ANALYSIS

The general information of sample group were employee who work in media agency in Bangkok, Thailand, amounting to 300 samples. Most of them were male, 52.7 %, age between 31-40 years old, 57.0%, status in marital, 45.25%, the highest level of education at the bachelor's degree level, 49.5%, and monthly income average between 20,001-35,000 baht, 39.25%.

Descriptive data on the organization strategy affecting the organization performance in Thailand, the overall factors are at a high level. If considering each aspect, the first is Vision and Mission at a high level, followed by market and competitive positioning, monitoring and adaptation, and strategic objective and goals.



RESULTS AND FINDING

Variable	b	β	t	p-Value	Tolerance	VIF
Constant	0.419	-	2.2932	0.004	-	-
Vision and Mission	.391	.045	8.755	0.000	.344	3.447
Market and Competitive Positioning	.201	.231	4.925	0.000	.351	3.211
Strategic Objectives and Goals	.137	.155	3.099	0.002	.317	3.658
Monitoring and Adaptation	.162	.146	3.566	0.001	.360	2.885

Organization Performance = .419 +.391(Vision and Mission) +.201(Market and Competitive Positioning) +.162(Monitoring and Adaptation) +.137(Strategic Objectives and Goals)



CONCLUSION

Organization strategy significantly influences organization performance within media agency in Bangkok, Thailand, with various factors operating at a high level. Vision and Mission t emerges as the foremost aspect, followed by Market and Competitive Positioning ,Monitoring and Adaptation and Strategic Objectives and Goals. The vision and Mission play importance role for enhancing the organization performance because providing a clear sense of purpose and direction. The vision serves as a beacon, outlining the organization's aspirational goals and desired future state. It inspires and motivates employees, fostering a shared commitment to a common objective.



CONCLUSION

The results of the analysis of organization strategy affecting the organization performance in media agency in Bangkok, Thailand. It was found that conformity with Vision and Mission at a high level, followed by market and competitive positioning, monitoring and adaptation, and strategic objective and goals could jointly predict the organization performance in media agency in Bangkok, Thailand which was statistically significant. The equation of predicting is $\text{Organization Performance} = .419 + .391(\text{Vision and Mission}) + .201(\text{Market and Competitive Positioning}) + .162(\text{Monitoring and Adaptation}) + .137(\text{Strategic Objectives and Goals})$



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