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| Thesis Title      | Innovative Organization Development Model<br>for Logistics Industry Organizations | ได้ตรวจสอบความถูกต้องเรียบร้อยแล้ว |
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### ABSTRACT

This research used the mixed methods involving quantitative research and qualitative research as a dominant-less dominant design. The purpose was to: (1) create and develop an Innovative organization model for logistics industry organizations, (2) study the influence of the variables in the innovative organization model for logistics Industry organizations, and (3) examine the goodness of fit of the innovative organization model for logistics Industry organizations. with empirical data. The sample used in this research was drawn from 440 entrepreneurs in the logistics business in the Bangkok Metropolitan region using the multi-stage random sampling method. The data were collected with a questionnaire with a reliability of 0.98 during the period of October-December 2017. In total 415 questionnaires were returned, representing a response rate of 94 percent. The sample for the qualitative research was selected by purposive sampling. In-depth interviews and focus group discussions were conducted. The data were analyzed using technical analysis and the structural equation model.

The research findings were as follows:

1. The development of the innovative organization model for the logistics industry organizations included five core elements: which included four core elements from the literature review. They were as follows: (1) leadership, (2) job satisfaction, (3) innovative organization, (4) performance, and one core element came from the in-depth interviews, (5) logistics competitive advantage.

2. The study of the effects of the factors revealed that they had the strongest influence on performance such as job satisfaction with a value of 0.88. The next factors with the most influence were: leadership at 0.78, logistics competitive advantage at 0.48 and innovative organization at 0.06, at the significance level of 0.05.

3. The innovative organization model for the logistics industry organizations was consistent with the empirical data based on a harmonized index of accepted

criteria, considering the values of the  $\chi^2 = 53.56$ ,  $df = 61$ ,  $p = 0.74$ ,  $\chi^2/df = 0.87$ , CFI = 1.00, GFI = 0.99, AGFI = 0.95, RMSEA = 0.00, SRMR = 0.01. The results of the focus group discussions revealed that the participants expressed the same ideas concerning the organizational innovation model for the logistics industry. The researcher has developed a good model which can be used in practice.

**Keywords:** Innovative Organization, Business Organization, Logistics Industry

ได้ตรวจความถูกต้องเรียบร้อยแล้ว

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ตำแหน่ง.....  
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