

**CAREER MOTIVATION OF NGO PROFESSIONALS
IN SONGKHLA PROVINCE OF THAILAND:
A QUALITATIVE STUDY**

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By

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ABSTRAK

Tujuan kajian ini adalah untuk menyelidik motivasi kerjaya para pekerja profesional yang bekerja di badan-badan bukan kerajaan (NGO) di wilayah Songkhla, Thailand. Para pekerja profesional yang dimaksudkan telah ditakrifkan sebagai graduan-graduan universiti. Soalan-soalan penyelidikan adalah: Apakah faktor-faktor yang mendorong para pekerja profesional NGO untuk memilih NGO sebagai tempat kerja mereka? Mengapakah para pekerja profesional ini memilih untuk bekerja di NGO dan bukannya memilih pekerjaan alternatif yang lain? Kemudiannya, setelah mereka memperolehi lebih banyak pengalaman, mengapakah mereka masih memilih untuk terus bekerja sebagai pekerja NGO? Suatu kaedah campuran dalam pendekatan kualitatif yang menggunakan wawancara secara mendalam, pemerhatian sebagai bukan peserta dan analisis dokumen sekunder telah digunakan untuk menjalankan kajian. Terdapat 16 responden yang datang dari 5 NGO di wilayah Songkhla. Kesemua 5 NGO yang dipilih untuk menjalankan penyelidikan merupakan ahli-ahli Jawatankuasa Penyelarasan NGO dan Pembangunan Luar Bandar di Selatan Thailand (NGO-COD South). Model analisis data Hahn (2008) telah digunakan sebagai asas untuk analisis data kualitatif. Pengekoden tahap 1, tahap 2 dan tahap 3 dalam model analisis data Hahn (2008) telah diterima pakai untuk masing-masing mengurangkan data kualitatif, pembangunan kategori, dan penapisan tema-tema. Kajian ini telah mencapai pengekoden tahap 3 dalam model analisis data Hahn (2008). Kemudiannya, tema-tema yang ditapis telah digunakan untuk penulisan tesis. Kajian ini mendapati bahawa pekerja profesional NGO di wilayah Songkhla didorong oleh faktor bukan kewangan (matlamat-matlamat sosial, ciri-ciri pekerjaan, komitmen, dan kebahagiaan di tempat kerja) dan bukannya faktor kewangan (gaji dan faedah). Oleh kerana kajian ini dengan tujuan khas memilih NGO-NGO di wilayah Songkhla Thailand untuk penyelidikan kualitatifnya, hasil-hasil kajian ini tidak boleh diaplikasikan secara am kepada kawasan-kawasan lain atau sektor-sektor lain. Oleh itu, para penyelidik yang akan datang perlu meneroka secara lanjut mengenai isu motivasi kerjaya dalam NGO-NGO di kawasan-kawasan lain serta isu motivasi kerjaya dalam sektor-sektor lain (iaitu sektor awam dan sektor swasta) untuk mengisi jurang pengetahuan dalam bidang ini.

Kata-kata kunci: motivasi kerjaya, pilihan kerjaya, pembangunan kerjaya, kerjaya pengurusan kerjaya secara persendirian, Badan-badan bukan kerajaan (NGO)

ABSTRACT

The aim of this study was to investigate the career motivation of professionals in non-governmental organizations (NGOs) in Songkhla province of Thailand. Professionals were defined as the university graduates. The research questions were: What factors motivate the NGO professionals to choose NGOs as the workplace? Why did the professionals choose the NGO over the other alternative career options? Later when they were more experienced, why did they choose to continue to remain in the NGO profession? A mixed method within qualitative approach using in-depth interviews, non-participant observation and secondary document analysis was utilized to conduct the study. There were 16 respondents who came from 5 NGOs in Songkhla province. All 5 NGOs that were chosen to conduct the research were the members of the NGO Coordinating Committee on Rural Development in the South of Thailand (NGO-COD South). Hahn's (2008) data analysis model was used as the basis of qualitative data analysis. The level 1, level 2, and level 3 coding of Hahn's (2008) data analysis model was adopted for reducing the qualitative data, category development, and refining the themes respectively. This study had reached the level 3 coding of Hahn's (2008) data analysis model. Then, the refined themes were used for writing the thesis. This study found that the NGO professionals in Songkhla province seemed to be motivated by non-financial factors (social goals, job characteristics, commitment, and happiness at work) rather than financial factors (salary and benefits). Since this study purposely chose the NGOs in Songkhla province of Thailand for qualitative investigation, the results of this study may not be generalizable to other regions or other sectors. Therefore, the future researchers should explore further on the issue of career motivation in NGOs in other regions as well as the issue of career motivation in other sectors (i.e. public sector and private sector) in order to fill up the gap of knowledge in this area.

Keywords: career motivation, career choice, career development, career self-management, NGOs

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LIST OF ABBREVIATIONS

CSM	Career Self-Management
CVs	Curriculum Vitae
GDP	Gross Domestic Product
HRD	Human Resource Development
HRM	Human Resource Management
ICM	Individual Career Management
NGO-COD	NGO Coordinating Committee
NGO-COD South	The NGO Coordinating Committee on Rural Development in the South of Thailand
NGOs	Non-Governmental Organizations
NPOs	Non-Profit Organizations
OCM	Organizational Career Management
SCCT	Social Cognitive Career Theory
TDSC	Thai Development Support Committee
TPB	The Theory of Planned Behavior
TRA	The Theory of Reasoned Action
UN	The United Nations

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

This chapter begins with background of the study and followed by problem statement, research questions and objectives of the study. Then it highlights the significance of the study, scope and limitations of the study and finally organization of the thesis.

1.2 BACKGROUND OF THE STUDY

This study focused on non-governmental organizations (NGOs) and the career motivation of professionals in the NGOs. Past studies related to NGOs had shown that the importance of NGOs had increased throughout the world both at the international level (Euske & Euske 1991; Reimann, 2006; Smith & Lumba, 2008; Ungpakorn, 2004a) as well as at the national level (Bano, 2008; Desai, 2003; Serra, Serneels & Barr, 2010). The United Nations (UN) too had developed its own system to monitor the development of NGOs around the world (Martens, 2006; Mezzalama & Schumm, 1993; Weiss & Jolly, 2009).

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