

Ref
659.132
Wir 398 S^d

A STUDY OF THE EFFECTIVE SMALL-SIZED NEWSPAPER
RECRUITMENT ADVERTISING IN EMPLOYEES' VIEWPOINT

A MASTER'S PROJECT

BY

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6 B.A. 2550

Presented in Partial Fulfillment of the Requirements

for the Master of Arts Degree in Business English for International Communication

at Srinakharinwirot University

February 2007

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การศึกษาโฆษณาจัดหางานขนาดเล็กในหนังสือพิมพ์ที่มีประสิทธิภาพ

ในมุมมองของพนักงาน

บทคัดย่อ

โดย

วีระศักดิ์ พัฒนสุขพันธ์

เสนอต่อบัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ เพื่อเป็นส่วนหนึ่งของการศึกษา

ตามหลักสูตรปริญญาศิลปศาสตรมหาบัณฑิต สาขาวิชาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ

กุมภาพันธ์ 2550

วีระศักดิ์ พัฒนสุขพันธ์. (2550), การศึกษาโฆษณาจัดหางานขนาดเล็กในหนังสือพิมพ์ที่มี
ประสิทธิภาพในมุมมองของพนักงาน. สารนิพนธ์ ศศ.ม. (ภาษาอังกฤษธุรกิจเพื่อการ
สื่อสารนานาชาติ). กรุงเทพฯ : บัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ.
อาจารย์ที่ปรึกษาสารนิพนธ์ : ผู้ช่วยศาสตราจารย์ ดร. อัมพร ศรีเสริมโภค.

การศึกษาค้นคว้านี้แสดงถึงองค์ประกอบและข้อมูลที่ควรนำเสนอเพื่อการสร้างโฆษณาจัดหางาน
ขนาดเล็กในหนังสือพิมพ์ที่มีประสิทธิภาพ วัตถุประสงค์ของการศึกษาค้นคว้านี้ประกอบด้วย
1) ศึกษาองค์ประกอบในโฆษณาจัดหางานขนาดเล็กในหนังสือพิมพ์ที่สามารถดึงดูดความสนใจ
ของพนักงาน 2) ศึกษาข้อมูลที่ควรนำเสนอในโฆษณาจัดหางานขนาดเล็กในหนังสือพิมพ์ที่
กระตุ้นให้พนักงานสมัครงาน ผลของการศึกษาพบว่า การเพิ่มสีเข้าไปในโฆษณาขาวดำ, การ
ใช้พื้นที่ว่าง และการใช้สัญลักษณ์ขององค์กรที่เป็นที่รู้จักอย่างแพร่หลาย สามารถดึงดูดให้
พนักงานอ่านโฆษณาจัดหางานขนาดเล็กในหนังสือพิมพ์ ทั้งนี้ได้พบว่าองค์ประกอบที่มีผลใน
การดึงดูดให้พนักงานอ่านโฆษณาจัดหางานขนาดเล็กในหนังสือพิมพ์มากที่สุดคือพาเดหัวขนาด
ใหญ่ โดยข้อมูลที่ควรใช้เป็นพาเดหัวหลักของโฆษณาจัดหางานขนาดเล็กในหนังสือพิมพ์คือ
ตำแหน่งงานที่ต้องการ นอกจากนี้ผลของการศึกษาพบว่า ตำแหน่งงาน, เว็บไซต์ขององค์กร,
ขั้นตอนการสมัครงาน, เงินเดือน, ที่ตั้งขององค์กร, ชื่อองค์กร, หน้าที่ของตำแหน่งงานโดยย่อ
และ คุณสมบัติของผู้สมัครงานโดยย่อ ควรจะนำเสนอในโฆษณาจัดหางานขนาดเล็กใน
หนังสือพิมพ์ ในขณะที่ข้อมูลเกี่ยวกับองค์กร, ข้อมูลแจ้งการเดินทางของพนักงานในตำแหน่ง
งานที่นำเสนอ, ข้อความแจ้งถึงความก้าวหน้าหรือความพึงพอใจของพนักงานในตำแหน่งงานที่
นำเสนอ, แผนการฝึกการอบรม และคำขวัญขององค์กรไม่ควรนำเสนอในโฆษณาจัดหางาน
ขนาดเล็กในหนังสือพิมพ์ ทั้งนี้มีความจำเป็นอย่างยิ่งในการแจ้งเว็บไซต์ขององค์กรในโฆษณา
จัดหางานขนาดเล็กในหนังสือพิมพ์เพื่อให้ผู้สมัครงานได้รับข้อมูลทั้งหมดเกี่ยวกับองค์กรและ
ตำแหน่งงานที่นำเสนอก่อนการสมัครงาน

A STUDY OF THE EFFECTIVE SMALL-SIZED NEWSPAPER
RECRUITMENT ADVERTISING IN EMPLOYEES' VIEWPOINT

AN ABSTRACT
OF
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Ref
659.132
We398S

Presented in Partial Fulfillment of the Requirements
for the Master of Arts Degree in Business English for International Communication
at Srinakharinwirot University

February 2007

Weerasak Phathanasukphan. (2007). *A Study of the Effective Small-sized Job Advertisement in Employees' Viewpoint*. Master's Project, M.A. (Business English for International Communication). Bangkok: Graduate School, Srinakharinwirot University. Project Advisor: Asst. Prof. Dr. Amporn Srisermphok

The study presents features and information that should be used in constructing the effective small-sized newspaper recruitment advertising. The objectives of this study are (1) to study features in small-sized newspaper job advertisements that attract employees' attention and (2) to find out information to be contained in small-sized newspaper job advertisements that could motivate employees to apply for vacant positions. The findings explain that an extra color insertion to the black and white surrounding, white space and well-known logos are features that attract employees' attention to read job advertisements, while the most effective feature that draws employees' interest is the big-sized headline. The information that should be used as the main headline of job advertisements is the job title. Moreover, it is found that information including the job title, organization's website, procedure needed, salary, office location, corporate name, brief job description and concise applicant's specification should be presented in the small-sized newspaper recruitment advertising, whereas the information such as the overview of the organization, traveling, statements such as career development or job satisfaction, training scheme and company slogan should be excluded from the small-sized newspaper recruitment advertising. It is necessary that the organization's website is contained in the small-sized newspaper recruitment advertising so that applicants can get full details of the organization and the vacant position before applying for the position offered.

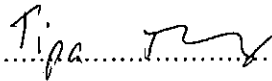
The Master's Project Advisor, Chair of Business English for International
Communication Program and Oral Defense Committee have approved this Master's
Project as partial fulfillments of the Master of Arts degree in Business English for
International Communication of Srinakharinwirot University.

Project Advisor

..... 

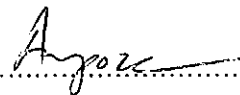
(Assistant Professor Dr. Amporn Srisermbhok)

Business English for International Communication Chair

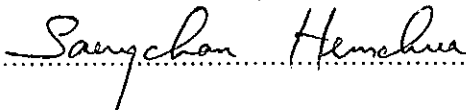
..... 

(Assistant Professor Dr. Tipa Thep-Ackrapong)

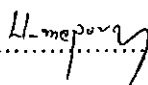
Oral Defense Committee

.....  Chair

(Assistant Professor Dr. Amporn Srisermbhok)


.....  Committee

(Dr. Saengchan Hemchua)

.....  Committee

(Dr. U-maporn Kardkarnklai)

The Master's Project has been approved as partial fulfillments for the Master's of
Arts degree in Business English for International Communication of Srinakharinwirot
University.

.....  Dean of the Faculty of Humanities

(Associate Professor Chaleosri Pibuchol)

February 19, 2007

ACKNOWLEDGEMENTS

I wish to express my profound appreciation to Asst. Prof. Dr. Amporn Srisermbhok, my Master's Project Advisor, for her kind guidance, valuable advice and encouragement throughout this study. I am grateful to Dr. Saengchan Hemchua and Dr. U-maporn Kardkarnklai, my committees for their comments and suggestions.

I would also like to extend my gratitude to all instructors in the Business English for International Communication Program, Srinakharinwirot University for their guidance throughout my study in this program.

Finally, I would also like to extend my thanks to all my colleagues and friends for their kind assistance and suggestions.

Weerasak Phathanasukphan

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CHAPTER 1

INTRODUCTION

Background

Recruitment advertising is one of the methods organizations use to search for candidates who have no previous connection to them. Its main purpose is to produce applications from candidates qualified for the job offered. Recruitment advertising is found in various media including newspapers, journals, magazines, radio, television, direct-mail and the Internet. Newspaper recruitment advertising has numerous advantages when compared to advertising in other media because the newspaper has extensive market coverage and its price is cheap so that people at all market levels can afford it. In addition, readers generally perceive it as a current and credible informative source. As a result, the newspaper becomes the most popular medium for recruitment advertising. It is known among recruitment advertisers that advertising space in the classified section of the newspaper is very costly. Once advertisers decide to place their job advertisements in newspapers, they have to make their advertisements look attractive so as to get the right candidates.

Up to now, a lot of information related to recruitment advertising has been published. Advertising can waste valuable time in filling a vacancy and certainly causes administrative difficulties if it fails to attract appropriate candidates in reasonable numbers (Sidney. 1988). Advertising medium should be selected carefully, with the target audience in mind. 97% of firms used newspaper advertising as a recruitment tool (French. 1996). An advertising location in a newspaper must capture readers' attentions. A creative graphics, suitable white space, good job related language and placement of logo should be employed.

Enough information must be provided to draw readers' interests as well as allow them to establish compatibility between advertisers' needs and their skills. This may include information concerning duties, key responsibilities, and the work environment (Arthur. 2001). A good advertisement must include an understandable job title, a realistic specification and the minimum required attributes of the candidate, a brief summary of the job, a summary of the organization and rewards. Other factors to be considered when drafting an advertisement are clarity, legality, unique appeal and ease of reply.

It cannot be denied that all organizations need capable and effective staff to work for them. Alec Rodger of the National Institute of Industrial Psychology of England (1952: online) describes that the basic requirements of candidates organizations need are known as the seven – point plan, which include physical make-up, attainments, general intelligence, special aptitudes, interests, disposition and circumstances. According to Phisarnbutara (2000), at present many firms including the Royal Dutch Shell Plc. are using this seven – point plan for their staff selection.

It can be seen that attainments are one of the criteria organizations use in selecting staff. In general, experienced people already hold a position in an organization. If these people are satisfied with their work, they will not actively look for recruitment advertising in the classified section of the newspaper. However, if a job advertisement could attract them at their first glance, they will read it and in case the offer is really interesting to them, they will apply for the vacant position offered.

It is obvious that the half page or full page newspaper recruitment advertising always attracts employees to read the advertisement. However, for newspaper job advertising whose size is less than a quarter of the page, size might not attract employees to look at it at their first glance. Therefore, in case the limited advertising space is deployed, it is the work of Human Resource Management (HRM) of a firm or recruitment advertisers

to create an advertisement that could attract employees at their first look; otherwise, they might leave the page without reading it.

Recruitment advertisers or HRM of many firms may not know how to produce effective newspaper recruitment advertising especially for an advertisement whose space is limited. Poor advertisements such as using inappropriate white space, too small letter size for the headline, or using only black and white color may fail to attract employees at their first look. Although the advertisement could attract employees to stop to read it, those employees might not apply for the vacant position if the body copy fails to motivate them to do so for example a body copy that contains too tight or too loose qualification or excludes some important information such as rewards. In case an advertisement for a job vacancy specifies too loose qualifications but provides readers with a lot of information about benefits offered, hundreds of unqualified candidates may apply for such a position, which will result in administrative difficulties in screening applications, and consequently, ineffective persons might be chosen. In contrast, if too tight qualifications are specified, while no incentive information is given, few qualified candidates may apply for the vacant position. As a result, the HRM has to place a job advertisement for such a position in the newspaper once again. Since advertising space in the newspaper is very costly, HRM has to create a job advertisement that could attract employees at their first glance. In case a small space is purchased, it is not possible that HRM puts all recruitment information in such a limited space. Only necessary information shall be included and unnecessary one shall be left out. HRM or recruitment advertisers must judge which one is to be contained and which one is to be disregarded. The problems are that HRM or recruitment advertisers might not know how to construct attractive small-sized job advertisements and might not know what information should be left out or should be contained in recruitment advertisements.

Objectives of the Study

This research has two objectives as follows:

1. To study features in the small-sized newspaper recruitment advertising that attract employees' attention.
2. To find out information to be contained in the small-sized newspaper recruitment advertising that could motivate employees to apply for vacant positions.

Research Questions

The two research questions of this study are below.

1. Which features in the small-sized newspaper recruitment advertising attract employees' attention?
2. What information should be left out or should be contained in the small-sized newspaper recruitment advertising?

Significance of the Study

Capable and effective workforce is one of the key factors that lead organizations to the set objectives. Newspaper recruitment advertising is the most common recruiting method a firm uses to invite qualified people to apply for vacant positions. Using ineffective techniques, lacking useful facts or containing unnecessary information, job advertisements in newspapers may fail to attract and stimulate those people to apply. Recruitment advertisers or HRM of all companies then need to focus on making recruitment advertising appealing especially for small-sized advertisements. Although recruitment advertisers or HRM know that recruitment advertising is very crucial, they might not know how to make an attractive small-sized job advertisement and might not know the important level of information to be contained or left out. Therefore, the knowledge of making small-sized recruitment advertising can help them make effective job advertisements. As a result, the firms could bring capable and effective staff to join their firms without placing a job advertisement for a second time.

The data obtained from the questionnaire will be analyzed with relevance to AIDA theory (see detail explanation in Chapter 2) to find out the effective small-sized newspaper recruitment advertising in employees' viewpoint. Discussion and suggestions will be given at the last stage.

Expected Outcome

The findings will be useful for recruitment advertisers or HRM of every organization that wants to recruit a qualified staff by deploying small-sized advertising space in the classified section of the Bangkok Post and the Nation. HRM or recruitment advertisers could use the findings as the guidelines to make effective small-sized newspaper recruitment advertising. Employees are motivated to apply for the vacant position offered.

Definitions of Terms

The definitions of the terminology used in this study are given below.

- **Employees:** The employees mean persons who have been working in an organization in Bangkok for more than two years. These people have working experience and are satisfied with their work. However, if they see good opportunities offered by other firms, they might try to take them.
- **Column Inch:** The column inch is the measurement unit of rental space in the newspaper. One column inch space has the width of 1.362 inches and the height of 1 inch.
- **Classified advertising** is the advertising that mostly uses commercial words placed in a special section of the newspaper or magazine and arranged by specific products or services for easy reference. Classified advertising consists of job advertisements and non-job advertisements.
- **Display advertising** is the advertising that can be any size and placed anywhere in the newspaper except the editorial page. A variety of space sizes, layout designs and illustrative techniques are used to create display advertising.
- **Small-sized Newspaper Recruitment Advertising:** The small-sized newspaper recruitment advertising means the advertisement whose size is between nine column inches and twenty one column inches.

Table 1 illustrates the width and height of small-sized job advertising space covered by this study.

TABLE 1 ADVERTISING SPACE

Advertising Space	Width	Height
9 column inches	3 columns = 4.086 inches	3 inches
10 column inches	2 columns = 2.724 inches	5 inches
10.5 column inches	3 columns = 4.086 inches	3.5 inches
12 column inches	3 columns = 4.086 inches	4 inches
12 column inches	4 columns = 5.448 inches	3 inches
13.5 column inches	3 columns = 4.086 inches	4.5 inches
15 column inches	3 columns = 4.086 inches	5 inches
18 column inches	3 columns = 4.086 inches	6 inches
20 columns inches	4 columns = 5.448 inches	5 inches
21 column inches	3 columns = 6.81 inches	7 inches

- Color in Newspaper Recruitment Advertising: Colors used in newspaper job recruitments are classified into 3 groups:

- Two – color advertising is the advertisement that uses only black and white colors.
- Three – color advertising is the advertisement that uses one extra color such as red or blue other than black and white.
- Full – color advertising is the advertisement that uses more than three colors.

- Typeface: The typeface means the size and style of the letters used in printing.

● **Point:** Point is the unit of letter size. Letter size is measured from the height of the letter. Examples of letter size of Browallia New Style are illustrated below.

8 point	ABCDEFGH	abcdefgh
9 point	ABCDEFGH	abcdefgh
10 point	ABCDEFGH	abcdefgh
11 point	ABCDEFGH	abcdefgh
12 point	ABCDEFGH	abcdefgh
13 point	ABCDEFGH	abcdefgh
14 point	ABCDEFGH	abcdefgh
15 point	ABCDEFGH	abcdefgh
16 point	ABCDEFGH	abcdefgh
17 point	ABCDEFGH	abcdefgh
18 point	ABCDEFGH	abcdefgh
19 point	ABCDEFGH	abcdefgh
20 point	ABCDEFGH	abcdefgh
22 point	ABCDEFGH	abcdefgh
24 point	ABCDEFGH	abcdefgh
26 point	ABCDEFGH	abcdefgh
28 point	ABCDEFGH	abcdefgh
30 point	ABCDEFGH	abcdefgh
32 point	ABCDEFGH	abcdefgh

CHAPTER 2

RELATED LITERATURE REVIEW

Conceptualizations of Advertising

The conceptualization of advertising is reviewed as follows: (1) a definition of advertising, (2) advertising as communication, (3) the objectives of advertising, (4) the newspaper recruitment advertising and (5) related research findings.

Tuckwell (1950) gives a definition of advertising in terms of its purpose that is a persuasive form of marketing communications designed to elicit a positive response from a defined target. The basic role of advertising is to influence the behavior of the target market (or target audience) in such a way that members of the target market view the product, service, or idea favorably and to motivate them to buy the service or product. Advertising can be either an informative or persuasive form of communication.

Since advertising is a special form of communication that can attract consumers to respond in a positive way toward products or services, the study of communication helps to better understand how advertising actually works.

Schultz & Martin & Brown (1984) mention that there are three basic types of communication processes that are of value to the advertising planner; namely individual, interpersonal, and mass communication. To deal with the clutter, the consumer screens out or selects only those messages that interest him or her. To get through this screen, the advertisers must appeal to the consumer's needs, tap common experiences, and be unique enough to gain his or her attention.

Table 2 illustrates the cost of advertising space in the classified section of the Bangkok Post and the Nation.

TABLE 2 RECRUITMENT ADVERTISING RATE

Description	Rate in Year 2006	
	The Bangkok Post	The Nation
Daily rate	1,145 baht per column inch	1090 baht per column inch
Front page	10% surcharge per day	10% surcharge per day
Spot color surcharge	8,000 baht per insertion	7,500 baht per insertion
Full color surcharge	60,000 baht per insertion	55,000 baht per insertion

Source: The Post Publishing Public Company Limited (2006) & The Nation Multimedia Groups Company Limited (2006)

Sidney (1988) says that newspaper recruitment advertising has to attract the attention of the right people. A good job advertisement must have an understandable job title. The title should mean something to the reader and be free of in-company jargon. A realistic specification of the ideal candidate and the minimum attributes must be specified. It should include a brief summary of the job. This is especially important if the title is specialized. The job description should be realistic; otherwise, it will attract and recruit people who will subsequently prove disappointing and be disappointed. A summary of the organization is also needed. Some details which could be included are product, service, size and type of industry, profitability, expansion programs outline. Rewards are very important factors that draw candidates' interests. The range of salary is one of the first

things a reader looks for. Adding the word negotiable can give extra options. Other factors to be considered when drafting an advertisement include clarity, legality, unique appeal and ease of reply. The advertisement must be punchy, reader-friendly and appealing to ideal candidates. Equal opportunities for all candidates must be realized. All advertisements must be free from discrimination on grounds of race, sex or marriage. The use of words indicating a preference for either sex should, where possible, be avoided, but if there is not a unisex word to describe an occupation, then it should be made clear in the advertisement that the job is in fact open to persons of both sexes. A unique selling point such as a training scheme should be included in advertisements. Furthermore, the advertisement must be easy for readers to reply. Candidates should be informed how to reply, for examples, by sending a CV or sending or telephoning for an information pack which include an application form. In addition, to attract readers' attentions, pen pictures, drawing and even photographs could be used in advertisements.

Dessler (1994) says that experienced advertisers use a four-point guide called **AIDA** – **A**ttention, **I**nterest, **D**esire and **A**ction – to construct their advertisements.

Advertisers must design their advertisements so as to attract readers' attention. The visual, white space, color, headline and typeface are generally used to attract **A**ttention.

Attention

Adbusters (2006) says that a visual will help draw readers' attention to an advertisement. Research indicates that 70% of the people will only look at the visual in an advertisement, whereas only 30% will read the headline. Bovee and Arens (1982) divide visuals into two groups, namely photography and drawing. According to Isarawat (1990),

ENGINEERING MANAGER
 Salary negotiable
 Central Bangkok

Our client, is a major Thai and overseas owned joint venture which operates one of the most prestigious shopping and office complexes in central Bangkok. An Engineering Manager is sought to head up the Property Management team.

The Engineering Manager will report to the Property Manager and lead a team of about 10 staff involved in the engineering and property management aspects of the business, which covers operating systems, planned preventive maintenance, fit-out compliance, ensuring that the building and the international partner's engineering standards are met and liaison with tenants and statutory authorities.

This is a career position that will lead to the engineering management of more than one building for an ambitious Engineer. University qualifications are essential together with: good English, leadership, planning and time compliance ability, coupled to capacity to handle multiple tasks.

Salary and benefits will be negotiated at a generous level.

Send your full resume details by 1 July 2005 to File B820P at:

BMJ


227 WANNA PLAZA BUILDING, 89 ELEPHANT ROAD, BANGKOK 10330
 e-mail: hr@bmj.co.th website: <http://www.bmj.co.th> CONSULTANCY GROUP CO. LTD

Figure 1 The example of black and white job advertisement that red color is inserted in to attract readers' attention.

Source: *The Classified.* // (2005, / 25 / June). // The Bangkok Post. // Page 1

Grantastic Design Inc (2006) defines that white space is the term describing open space between design elements. It can be between letters, words, or paragraphs of text; space in and outside of graphics, and between all of the elements of the page. It is essential for providing spatial relationships between visual items, and actually guides reader's eye from one point to another. White space is an important layout technique often overlooked by the inexperienced designer. While some artists concentrate heavily on what

Bring this card to
The Tennis Group for
one free lesson.



Tennis

10000 10th Street
Atlanta, GA 30328
404.525.1111
www.tennisgroup.com

10000 10th Street
Atlanta, GA 30328
404.525.1111
www.tennisgroup.com

Figure 3 The business card that has little white space because it contains a lot of information.

Accountant
ch, multi-plant manu-
r with home offices
east NJ seeks an ap-
e Sr. Accountant to
ir expanding team.
ibilities include
ation of income & bal-
sheet statements,
s of divisional & cor-
financial reports,
preparation, capital
s & developing ac-
a methods. The suc-
essful candidate will en-
A Accounting or Fi-
Degree, 8-10 years ex-
e in a manufacturing
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rn we offer a div-
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it with compensation
e designed to attract
onal talent. Send re-
in complete confi-
dence.
210 Wall Street Journal
100 Park Avenue 11th
Floor
New York, NY 10022
Tel: 212-512-2000

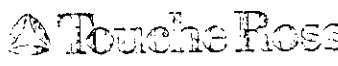
**COMMERCIAL MORTGAGE
LOAN OFFICER**
of America, a \$9.1 bil-
ion, is accepting ap-
plicants for the position of Com-
mercial Loan Officer.
Hudson Valley, NY
quarterback in the
league and a record of
mercial lending exp in
on and a computer literate
to analyze financial
its, good oral and writ-
tation skills. Pre-
a in Hudson Valley/
ct Finance Real Es-
tate preferred. Travel
submit resume WITH
REQUIREMENTS to:
Karen Sorenick
E OF AMERICA P.S.R.
8 East Post Road
te Plains, NJ 07061
ua. Copy employer
M 212-512-2000

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ACCOUNTING

**AUDIT & TAX
PROFESSIONALS**

Opportunities
in Atlanta
and the
Southeast



Touche Ross, a leading Big Eight firm, is experiencing substantial growth. We are a leader in micro-computer applications, innovative in the development of new product lines, and we challenge our professionals early with exposure to our clients' senior management. This emphasis on the highest quality of service and close client relationships provides the best environment for rapid professional growth—yours and ours. Our offices operate with a high degree of autonomy, but you have available the full resources of our national organization. Advancement can be rapid—partnership opportunities are based on performance. And you'll find we have a real interest in helping you advance. Other advantages include an excellent compensation package and the professional prestige of the Touche Ross name. Opportunities are now available in Atlanta and other southeast locations. If you have two to seven years of current or recent experience with a national or major regional public accounting firm and a drive to reach the top of the profession, we'd like to hear from you. To find out more, direct a summary of your experience and salary history to:

Shelley Henke
TOUCHE ROSS
225 Peachtree St., N.E.
Suite 1400
Atlanta, GA 30303
An Equal Opportunity Employer M/F/H

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CLOSE
Mature-Exp
Natl auto aftermarket co. seeks Super Sales Pro who can come aboard by next week. You will get \$2000 comm per sale and receive 15 double confirmed leads per week. If you can't document 50K past income, don't call. Local candidates who have sold franchises, boats, home improvements or

Eastman, importer & national distributor of high quality conventional machine tools has a requirement for an experienced machine tool salesperson familiar with turning & milling. The successful candidate will be responsible for all aspects of marketing established machine tools in the United States as well as expanding imported products. Experience in working with distributors & a successful sales record are requirements for

**THE MART
CONTINUED ON
FOLLOWING**

Figure 4 Job advertisement that uses white space to draw readers' attention.

Source: Dessler, Gary. (1995). *Human Resources Management*. 6th ed. New Jersey:

Prentice Hall International, Inc.

Dessler (1994) notes that closely printed advertisements are lost while using wide borders or lot of empty space stand out as an example shown in figure 4.

According to Ogilvy (1980), the headline is the most important element in most advertisements. It is the telegram which makes the reader decide whether they want to read the body copy. On the average, five times as many people read the headline as they read the body copy. Arens (2002) defines that headlines are the words in the leading position of the advertisement. The role of headlines include 1) attract attention to the advertising 2) engage the audience 3) explain the visual 4) lead the audience into the body of the advertisement and 5) present the selling message.

Bovee & Arens (1982) say that headlines are classified by the type of information they carry. Types of headline include:

- **Benefit headline:** The headline that promises the audience that the product or service will be rewarding.
- **News / information headline:** The headline that announces news or information.
- **Provocative headline:** The headline that provokes readers' curiosity.
- **Question headline:** The headline that asks a question and encourages readers to search for answer in the body of the advertisement.
- **Command headline:** The headline that orders readers to do something.

Ogilvy (1983) suggests that benefit headline, news / information headline and provocative headlines should be used. Headlines can consist of just one word or more than ten words. The important thing is that they flag down the readers who are prospects for the kind of products or services offered. Puns, literary allusions and other obscurities

must not be used to make headlines because readers take a fast look at many advertisements so they don't stop to decipher the meaning of obscure headlines.

Meaningless, unrelated, or off-subject headlines don't work. It is strongly suggested not to run the advertising without any headline because it will determine the success or failure of an advertisement.

Book & Schick (1988) say that a slogan can be an integral component of an advertising campaign. If it identifies the advertiser and is memorable, a slogan can act as a continuing link in a campaign. It acts as a contrast reminder, provides recognition, and may use the same for many years or even decades. Some companies use a slogan as a headline to the exclusion of all other copy.

According to Professional Advertising (2006: online), a subhead is normally placed under the headline in order to attract readers' attention and increase comprehension and readership.

Typography is one of the features that attract and motivate readers to read an advertisement. Boduch (2006) says that headlines should be designed so as to jump out visually and command attention above the rest of the text. Therefore, the typeface of the headlines should contrast with those of the body copy. Book & Schick (1988) recommend that the size of the body copy shall be set so as to invite readers to read the advertisement. If a very small size is used, the readers will leave the advertisement without reading it.

Arens (2002) states that the body copy comprises the *Interest*, *Desire*, and the *Action* steps. The body copy is a logical continuation of the headline and subheads, set in smaller type.

Group Health Underwriters

WE NEED AN UNDERWRITER WHO'S AN OVERACHIEVER.

To keep pace with our rapidly expanding account base, we're looking for ambitious self starters to join the Employee Benefit Group in our Orinda office. The kind of pro's with proven records and super analytical skills.

If this sounds like you, consider joining The Travelers, a \$46 billion insurance and financial services leader.

To qualify, you need at least 3 years of group health underwriting experience where you've gained a solid knowledge of employee benefits coverages. You must also have excellent communications and interpersonal skills.

In return, you'll thrive on challenging work in a dynamic



environment. We've recently combined our New Business and Customer Relations Groups, creating a leaner, more aggressive force. As part of this new unit, you'll have broad exposure and career growth opportunities. Plus receive a highly competitive salary and benefits package.

So, if you're an overachiever, join The Travelers. And enjoy a career that's a cut above the rest.

Send your resume, with salary requirements, to: Sonia Mielnik, The Travelers Companies, 30-CR. SF426L1, One Tower Square, Hartford, CT 06183-7060.

TheTravelers 

You're better off under the Umbrella.™

Home Office: The Travelers Companies, Hartford, Connecticut An Equal Opportunity Employer.

Figure 5 Advertisement that creates interest by mentioning "you'll thrive on challenging work in a dynamic environment".

Source: Dessler (1994). *Human Resources Management*. 6th ed. New Jersey: Prentice Hall International, Inc.


FOUR SEASONS HOTEL
Prime of the First Residence

**Four Seasons Hotel at The First Residence
Cairo, Egypt**

*A gracious sanctuary on the west bank of the Nile, with impressive views of the Great Pyramids, is now seeking a dynamic candidate for the position of **Thai Sous Chef** and **Thai Chef de Partie** in Cairo, Egypt with the following qualifications:*

- ✓ 2 + years cooking experience in a reputable, authentic Thai Restaurant.
- ✓ Leadership experience and ability to supervise a team of 7 Chefs
- ✓ Basic food carving skills
- ✓ Basic Kitchen English speaking / reading skills
- ✓ Flexible and adaptable personality
- ✓ International experience helpful
- ✓ Very competitive international salaries (net of tax)
- ✓ 5 day working week (Thai Sous Chef)
- ✓ Housing, Utilities and Annual Home Leave ticket is provided

Interested candidates please kindly submit your full resume by e-mail before July 27, 2005 to:

scott.lundahl@fourseasons.com

Interviewing at the Four Seasons Bangkok

Figure 6 Advertisement that generates interest by using location

Source: *The Classified*. // (2005, / 21 / July). // The Bangkok Post. // Page 2



The Oriental Bangkok, recognized as one of the world's legendary hotels for 130 years, invites applications for

DIRECTOR OF TECHNICAL SERVICES

Qualifications and Requirements:-

- Male, age between 40 - 50 years preferred
- Bachelor's Degree in Engineering minimum requirement
- Minimum 10 years experience required
- High end Property management experience is required
- Strong leadership & communication skills are required
- Project management skills are an asset
- Hotel experience is not a pre requisite
- Oversea experience is an asset
- Good command of English and Computer literate
- Thai National only

The Oriental, Bangkok will offer a very attractive remuneration and competitive employee fringe benefits to the right candidate.

Interested applicants can apply in person or send in a resume together with recent photo and relevant information to


Human Resources Department
The Oriental Bangkok
48 Oriental Avenue, Bangkok 10500
Tel: (662) 659 - 9000
Fax: (662) 267 - 4955
E-mail: orbkk_hr@mohg.com
Internet: www.mandarinoriental.com

Figure 7 Advertisement uses benefits to draw readers' interest

Source: *The Classified*. // (2005, / 21 / July). // The Bangkok Post. // Page 1

Desire

Dessler (1994) stated that *Desire* should be created by amplifying on the interest factors plus the extras of the job in terms of job satisfaction, career development, travel, or similar advantages. Figure 8 is the example of job advertisement that creates desire.



Oil States Industries (Thailand) Ltd.

Oil States Industries - a public company (found on the New York Stock exchange OIS), has recently opened Oil States Industries (Thailand) Ltd, in the Rayong Province of Thailand. Our Nautilus Marine Cranes are manufactured in Houma, Louisiana USA, in strict accordance with API Specification 2C as well as ISO 9001. Nautilus Marine Cranes have an extensive range of use on offshore marine platforms, TLPs, Spars, marine vessels as well as dockside applications, around the world.

Oil States Industries (Thailand) Ltd, offers an attractive package the consisting of medical care for the employee and their family, provident fund, bonuses, and OEM training in Thailand as well as in the U.S.

1. International Offshore Pedestal Crane Service Supervisor (Several Positions)

- ◆ Preferably with 5-6 years offshore experience
- ◆ Mechanical background, Mechanical Crane background would be a plus
- ◆ Knowledge of hydraulic systems and able to read mechanical drawings
- ◆ Knowledge of basic electrical systems
- ◆ Self motivated, good problem solving skills, and hard working
- ◆ Strong command of English: reading, written, and speaking
- ◆ Based in Thailand and traveling within the SE Asia region on a normal basis

2. Offshore Pedestal Crane Mechanics (Several Positions)

- ◆ Preferably with 3-4 years experience offshore
- ◆ Mechanical background, working with offshore cranes would be an advantage
- ◆ 3-4 years experience with mechanical and hydraulic equipment
- ◆ Knowledge of hydraulic systems and able to read mechanical drawings
- ◆ Self motivated, good problem solving skills, and hard working
- ◆ Fair command of English: reading, writing and speaking
- ◆ Based in Thailand, with a possibility of traveling occasionally


Please send a resume via mail : **Oil States Industries (Thailand) Ltd.**
 450 Sukhumvit Rd., Building 102 Huaypong Sub - District, A. Muang, Rayong 21150
 Email : panthip@oilstates.com or donald.brown@oilstates.com
 Or Fax: 038 691 644

Figure 8 Advertisement that generates desire by mentioning “traveling within Southeast Asia on a normal basis”.

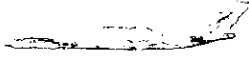
Source: *The classified.* // (2005, / 28 / August). // *The Bangkok Post.* Page 2.

Action

Finally, the advertisements should instigate action, for instances, "call today" or "write today for more information". The example of job advertisement that asks readers to take action is illustrated in Figure 9.



MANAGEMENT TRAINEES

(30 positions) 

We are looking for new generation who wish to join Bangkok Airways and our affiliated companies in the position of Management Trainees. The applicants must fulfill following requirements :

- Thai Nationality, male or female, age 25-35 years
- University graduate, Bachelor or Master Degree
- Height: female, not less than 160 cms. and male, not less than 170 cms.
- Excellent communication skills in both Thai and English
- Service minded, good attitude and willing to work hard in up-country and abroad.

Please apply in person starting from March 1, 2005 - March 11, 2005 09:00 - 11:00 hrs., 14:00 - 16:00 hrs. (except Saturday and Sunday) at

Bangkok Airways Co., Ltd.
Samui Room, 16th Floor
99 Moo 14 VibhavadiRangsit Rd.,
Chomphon, Chatuchak, Bangkok 10900

Remarks: Applicants please bring your resume, a recent 2 inches photo, original transcript and a copy of the following document of:

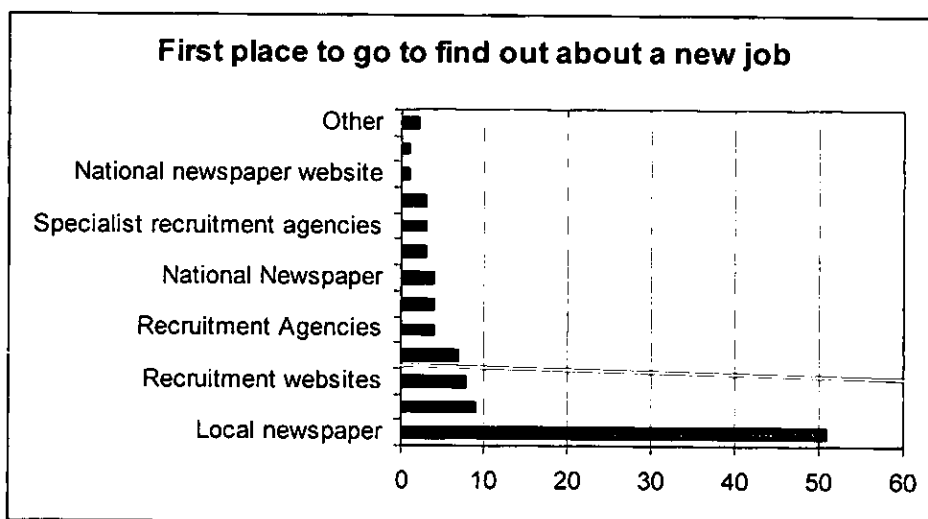
- Transcript
- TOEIC score results of 600 up (within 6 months)
- Certificate exemption from military service (for male)
- Identification card
- House registration certificate.

Figure 9 Advertisement with a call to action

Source: *The Classified*. // (2005, / 27 / February). // The Bangkok Post. // Page 3

Related Research Findings

Human Capital (2005) reports that the local newspaper is by far the best source of information for job seekers according to its new research study into recruitment advertising in the United Kingdom. 51% of people said that they would turn to their local newspaper as the first port of call when looking for a new job, nearly six times as many as second choice, Jobcentre Plus at nine per cent.



23% of people had found their current or last job from their local newspaper. This was second only to word of mouth (thirty per cent), whilst recruitment agencies had only helped 11% of people. Overall, 39 per cent of people had applied for a job advertised in their local newspaper over the past two years.

The findings confirm the role and strength of local newspapers. Over 20% of people are actively looking for a new job and a further 30% would consider applying for a new job if they came across it. In fact, 39% have, during the last two years, applied for a job that they saw advertised in their local paper.

Commissioned by the Newspaper Society, the research aims to help agencies and advertisers better understand the recruitment-advertising environment, and the relative importance of different communications channels among jobseekers.

Recruitment advertising has been the local press industry's dominant advertising revenue driver for a decade. The strong position of local newspapers within their communities provides a highly effective and trusted environment for recruitment advertisers who spent a total of £892 million in the medium in 2004, representing around 30% of total advertising revenues.

Thailand has two standard English newspapers namely the Nation and the Bangkok Post. Although these two newspapers are distributed nationwide, their major readers are people who live in big cities especially Bangkok. It is found that almost job advertisements in the classified section of these two newspapers are placed by companies located in Bangkok. It could be interpreted that the Nation and the Bangkok Post are Bangkok local newspapers when taking only recruitment advertising section into consideration.

The Welsh Local Government Association (WLGA) (2003) states that its conventional newspaper recruitment advertisements contained a lot of unimportant or unnecessary details so that essential information was difficult to extract at a glance. The appearance of the advertisements was often not visually pleasing. The WLGA Head of Employment presented a number of options for improving practice and cutting cost to the Committee, including the idea of "signpost" advertising. A signpost job advertisement is placed in the newspaper in a normal way. The difference is that it contains only the minimum information necessary to attract potential applicants such as the job, salary,

closing date and contact details plus those elements that make up the authority's house style. Interested applicants are then directed via the contact details to the local authority web site or to an alternative provider such as lgjobs.com if appropriate. Full details about the authority and the job can be displayed on the local authority website at no cost to the authority, and at a relatively small cost per job compared to a newspaper advertisement in the case of an alternative provider. The signpost advertisement also carries the normal telephone contact details for those without internet access. The signpost advertisement contains far less information so it is considerably smaller and requires about seventy percent less column inches, making it cheaper to place in the local press. Color and artwork can be added to a signpost job advertisement to increase its visual impact and appeal, while still producing considerably cost saving on a comparable conventional advertisement. The WLGA reports that savings of between 50 – 70% are generally being made on the cost of conventional newspaper advertisements.

Fernandez & Rosen (2000) did a research on the Effectiveness of Information and Color in Yellow Pages Advertising. The study finds that specific information, whether it is in the form of problem-specific claims and / or problem-specific graphics, is an extremely effective cue. 80% of consumers are likely to call an advertiser first who uses specific information rather than an advertiser using general information.

Many advertisers try to design advertisements to appeal to as many users as possible. For instance, an advertisement for a television repair shop may state, "we repair all brands." The findings regarding the effects of specific copy indicate that the advertiser should instead list the individual brand names the store services (e.g. Sony, Zenith, Sharp, etc.) to the extent possible. If this would require a larger advertisement than the advertiser

wishes to purchase, then information of value to the most important customer segments of that advertiser should be included in the advertisement.

Regarding color, it is concluded that color is the key factor that attracts consumers' attention to read an advertisement. Since consumers appear to consider only a subset of the available advertisements in the classification (unless there are very few advertisements in the classification), advertisers should include attention-getting executional cues in their advertisements. This is particularly true for advertisers whose target customers may be unwilling or unable to systematically process due to time pressures (e.g., working mothers) or emergency circumstances (e.g., needing a plumber).

Suttipatarapan (1996) conducted a research on "Advertising Format Aspect" of display advertisements placed in Thai daily newspapers. He found that advertisers mostly deploy advertising space of a quarter of a page or bigger for their display advertisements in newspapers. This is because Thai daily newspapers are divided into small columns or small frames; therefore, big advertising space will create a contrast which could attract readers' attention.

For color, it is found that about two-third of display advertisements are printed in black and white, while the remaining is printed in full – color. The finding contradicts to the principal of contrast because the environment of Thai newspapers is black and white; therefore, color advertisements will create a contrast which could attract readers' attention. The main reason why the majority of display advertisements are printed in black and white is because advertisers want to save advertising cost. Advertisers have already born the expensive rental space so they are not willing to pay extra for color printing.

Illustrations are the key components of display advertising. It is found that 62% of display advertisements uses photographs while 30% uses drawings and the remaining uses both. The finding complies with David Ogilvy's conceptualization stated by Isarawat (1990) that advertisements using photographs can better draw readers' attention than advertisements using drawings.

For types of headlines used in display advertisements, it is found that Provocative Headline is mostly used in display advertisements and followed by News or Information Headline and Benefit Headline respectively. The finding complies with David Ogilvy's suggestions that headlines should give readers news or information, offer benefits to readers and should motivate readers' curiosity.

CHAPTER 3

METHODOLOGY

This chapter provides both primary and secondary data collected from relevant publications on textbooks, journals, the Internet, previous research and newspapers. It also describes the research procedures as follows:

Primary Data

- **Questionnaire**

The researcher collected small-sized job advertisements placed in the Bangkok Post and the Nation from January 2005 to July 2006 and used them to design the questionnaire divided into 4 parts as follows:

- Part 1: General background

The objective of this part is to collect personal data of the respondents.

- Part 2: Factors that attract employees' attention

This part consists of 7 questions to find out features in the areas of logo, color, white space, headline and typeface that make small-sized job advertisements look attractive to the respondents.

- Part 3: Information or features that should be contained in the small sized newspaper job advertising

This portion is to investigate information or features that should be contained in the small-sized newspaper job advertising from employees' viewpoint.

- Part 4: Information or features that could motivate employees to apply for vacant positions.

This part is to find out factors that could motivate employees to apply for the vacant position offered.

The questionnaire used for this research is illustrated in the Appendix.

- **Population**

Thirty sets of the questionnaire were passed to the researcher's friends and colleagues in person who are satisfied with their present job and have been working in an organization in Bangkok for more than two years. These people were selected as the samples because they are satisfied with their jobs after working in the organization for more than two years. Therefore, these people do not actively read the job advertising in the classified section of the newspaper.

- **Secondary Data**

Secondary data were gathered from relevant publications on textbooks, journals, previous research and the Internet. Examples of recruitment advertisements were collected from the Bangkok Post and the Nations and textbooks related to advertising and human resources management.

Analysis and Discussion

The researcher categorized the data, tabulated and analyzed them by using percentage to identify the information that should be used as the main headline, the factors

that attract respondents' attention, the information or features that should be contained in the small-sized newspaper job advertising and the information or features that could motivate employees to apply for the vacant position. The data obtained from the questionnaire were analyzed with relevance to AIDA theory to find out the effective small-sized newspaper recruitment advertising in the aspect of employees. Discussion and suggestions were given at the last stage.

CHAPTER 4

FINDINGS

This chapter presents the findings of the data analysis. Four main sections are included 1) general background of respondents 2) factors in the small-sized newspaper recruitment advertising that attract employees' attention 3) information or features that should be contained in the small-size newspaper recruitment advertising and 4) information or features that could motivate employees to apply for vacant positions.

Part I: General Background of Respondents

The general information of the respondents was obtained from the respondents' through questions in Part I of the questionnaire.

It was found that the respondents' ages ranged from twenty four to thirty five years old. All organizations where the respondents work were located in Bangkok. Other general data are classified in Table 3.

TABLE 3 GENERAL INFORMATION OF RESPONDENTS

Item	Frequency	Percentage
1. Working Experience in the Current Firm		
• More than 2 years	30	100%
2. Job Satisfaction Level		
• Very satisfied	1	3.33%
• Satisfied	29	96.67%
• Not satisfied	0	0%

TABLE 3 (Continued)

Item	Frequency	Percentage
3. Job Advertisements Reading Frequency <ul style="list-style-type: none"> • Everyday • 2 – 3 times a week • Once a week • 2 – 3 times a month • Once a month 	<p style="text-align: center;">1</p> <p style="text-align: center;">8</p> <p style="text-align: center;">9</p> <p style="text-align: center;">3</p> <p style="text-align: center;">9</p>	<p style="text-align: center;">3.33%</p> <p style="text-align: center;">26.67%</p> <p style="text-align: center;">30%</p> <p style="text-align: center;">10%</p> <p style="text-align: center;">30%</p>
4. Respondents' purpose of reading the job advertisements <ul style="list-style-type: none"> • Really want to apply for a new job • Apply for a new job if the vacant position is really interesting • Just want to update about personnel wanted in the market 	<p style="text-align: center;">0</p> <p style="text-align: center;">17</p> <p style="text-align: center;">13</p>	<p style="text-align: center;">0%</p> <p style="text-align: center;">56.67%</p> <p style="text-align: center;">43.33%</p>
5. Way of reading job advertisements in the classified section <ul style="list-style-type: none"> • Read through every job advertisement • Scan the job advertisements and read only ones that are attractive. 	<p style="text-align: center;">0</p> <p style="text-align: center;">30</p>	<p style="text-align: center;">0%</p> <p style="text-align: center;">100%</p>

As illustrated in Table 3, all of the respondents have been working in their current firms for more than two years. None of the respondents was dissatisfied with their present jobs. 96.67% of the respondents were satisfied with their current jobs, whereas 3.33% of the respondents were very satisfied. Only 3.33% of the respondents read the job advertising in the classified section of the newspaper everyday, while 26.67%, 30%, 10% and 30% of the respondents read the job advertising in the newspaper 2 – 3 times a week, once a week, 2 – 3 times a month and once a month respectively. These data proved that the respondents did not actively read the job advertising in the classified section of the newspaper because all respondents were satisfied with their current jobs.

None of the respondents read the job advertisements with a purpose of really looking for a new job. 56.67% of the respondents read the job advertisements and applied for a new job just in case the vacant position offered was really interesting, whereas 43.33% of the respondents read the job advertisement with a purpose to update about personnel wanted in the market. None of the respondents read through every job advertisement but all of the respondents scanned job advertisements and read only the ones that were attractive. Because all respondents did not really want to look for a new job, they just scanned the job advertisements instead of reading through all of them. As a result, they would read only job advertisements that were attractive to them.

Part II: Factors That Attract Employees' Attention

The data concerning factors that attract employees' attention were obtained from the respondents' answer through questions in Part II of the questionnaire.

The respondents were asked in the first question to rank according to their priority the information that should be used as the main headline of job advertisements the most.

The data obtained are illustrated in Table 4. The rank frequency was used to calculate the percentage.

TABLE 4 INFORMATION THAT SHOULD BE USED AS THE MAIN HEADLINE OF THE RECRUITMENT ADVERTISING

Type of Information	Rank Frequency									Percentage
	No. 1	No. 2	No. 3	No. 4	No. 5	No. 6	No. 7	No. 8	No. 9	
Office Location	2	10	10	5			1	1	1	75.56%
Job Title	25	2	1	2						96.30%
Slogan of the organization			1	3	1	2	1	7	15	25.93%
Salary		8	11	6	5					74.81%
Rewards other than salary		1	2	5	9	5	6	2		51.48%
Traveling				3	5	8	7	4	3	39.63%
Training scheme				2		6	12	7	3	32.96%
Corporate name	2	6	6	2	9	3		1	1	66.67%
Words that stimulate curiosity like " <u>Urgently Required</u> "	1	2		2	2	7	3	6	7	38.15%

According to the data in Table 4, 96.30% of the respondents suggested that the job title should be used as the main headline of the recruitment advertising the most, while 75.56%, 74.81%, 66.67%, 51.48%, 39.63%, 38.15%, 32.96% and 25.93% of the respondents indicated that the office location, salary, corporate name, rewards other than salary, traveling, words that stimulate curiosity like "urgently required", training scheme and corporate slogan should be used as the main headline of the job advertising respectively. In the researcher's opinion, the main reason why the job title was selected to be used as the main headline of the job advertising the most was that the job title was the first information that the respondents used to judge whether the position offered matched their need. For example, if a respondent is looking for a sales manager position but the job title posted is an engineering manager, that respondent exactly knows that the position offered is not for her or for him. The job title could help the respondents save their time in scanning for what they need. Office location came at the second rank the respondents wanted to be used as the main headline of the job advertising. In the researcher's view, since the respondents suffered the bad traffic conditions in Bangkok so if the office location of the job offered is located near the respondents' home or in the area where they can easily reach, the respondents would apply for the position offered. For salary, it came at the third rank for information that should be used as the main headline of the job advertising. In the researcher's opinion, it could not be denied that people work in exchange for money. That is why salary came at the third rank after the job title and the office location.

In the second question, the respondents were asked to choose the advertisement that draws their attention at their first glance the most. The researcher placed three pieces

of two-color (black and white) advertisements and one piece of three-color advertisement for the respondents to select. This is to check whether the three-color advertisement could draw respondents' attention the most. The data obtained are illustrated in Table 5. The frequency of each advertisement selection was used to calculate the percentage.

TABLE 5 JOB ADVERTISEMENTS WITH THE COLOR FACTOR THAT COULD DRAW THE RESPONDENTS' ATTENTION THE MOST

Type of Job Advertisement	Frequency	Percentage
Three-color advertisement (FitchRatings)	23	76.67%
Two-color advertisement (Kerry Logistics)	0	0%
Two-color advertisement (Lorenz & Partners)	2	6.67%
Two-color advertisement (UOT)	5	16.67%

76.67% of the respondents answered that the three-color advertisement of FitchRatings could attract their attention at their first look the most. 16.67% and 6.67% of the respondents replied that the two-color advertisement of UOT and Lorenz & Partners respectively could draw their attention at their first look the most, while the two-color advertisement of Kerry Logistics could attract none of the respondents' attention at their first glance. The findings prove that an extra color insertion to black and white advertisements could attract readers' attention. It is remarkable that Kerry Logistics job advertisement is the only advertisement whose logo is in the visual form but it could attract none of the respondents' attention.

The respondents were asked in the third question to select the advertisement that attracts their attention at their first glance the most. The researcher placed three pieces of closely printed advertisements and one piece of advertisement whose white space is rich for the respondents to choose. This is to investigate whether the advertisement with a lot of white space could draw the respondents' attention the most. The data obtained are shown in Table 6. The frequency of each advertisement selection was used to calculate the percentage.

TABLE 6 JOB ADVERTISEMENTS WITH THE WHITE SPACE FACTOR THAT COULD DRAW THE RESPONDENTS' ATTENTION THE MOST

Type of Job Advertisement	Frequency	Percentage
Advertisement whose white space is rich (Plaza Athenee Bangkok)	19	63.33%
Closely printed advertisement (BK Magazine)	5	16.67%
Closely printed advertisement (Unidentified Organization)	3	10%
Closely printed advertisement (Siam Chemical Logistics)	3	10%

63.33% of the respondents answered that the job advertisement of Plaza Athenee Bangkok could attract their attention at their first glance the most. 16.67% of the respondents replied that the job advertisement of BK Magazine could draw their attention at

their first look the most, while 10% of the respondents indicated that job advertisements of both the unidentified company and Siam Chemical Logistics could draw their interests at their first sight the most. The findings prove that the rich white space could be used in job advertisements to attract readers' attention.

In the fourth question, the respondents were asked to choose the advertisement that attracts their attention at their first look the most. The researcher placed four pieces of advertisements with different size of headline for the respondents to select. This is to find out whether an advertisement with the biggest size of headline could draw the respondents' attention the most. The data obtained are illustrated in Table 7. The frequency of each advertisement selection was used to calculate the percentage.

TABLE 7 JOB ADVERTISEMENTS WITH THE HEADLINE SIZE FACTOR THAT COULD DRAW THE RESONDENTS' ATTENTION THE MOST

Type of Job Advertisement	Frequency	Percentage
Advertisement with the biggest headline (Harrow International School)	20	66.67%
Advertisement with the second biggest headline (Champion Machine Tool (Thailand) Co., Ltd.)	10	33.33%
Advertisement with the third biggest headline (Siam Chemical Logistics)	0	0%

TABLE 7 (Continued)

Type of Job Advertisement	Frequency	Percentage
Advertisement with the smallest headline (Unidentified Company)	0	0%

66.67% of the respondents replied that the job advertisement of Harrow International School whose headline size is the biggest could attract their attention at their first glance the most. 33.33% of the respondents answered that the job advertisement of Champion Machine Tool (Thailand) Co., Ltd. whose headline size is the second biggest could draw their attention at their first look the most, while the job advertisements of both Siam Chemical Logistics whose headline size is the third biggest and the unidentified company whose headline size is the smallest could attract none of the respondents' attention at their first glance. The findings prove that the big-sized headline could be used in job advertisements to attract readers' attention.

In the fifth question, the respondents were asked to select the advertisement whose logo could attract their attention. The data obtained are illustrated in Table 8. The frequency of each advertisement selection was used to calculate the percentage.

TABLE 8 JOB ADVERTISEMENTS WITH THE DIFFERENT WELL-KNOWN DEGREE LOGO THAT COULD DRAW THE RESPONDENTS' ATTENTION THE MOST

Job Advertisement	Frequency	Percentage
V.V.P Automobile Company with Famous BMW's logo	23	76.67%
United Nations with quite well-known logo	10	33.33%
Group 4 Security with unfamiliar logo	5	16.67%
Hecny Transportation with unfamiliar logo	1	3.33%

76.67% of the respondents answered that the famous BMW's logo in the job advertisement of V.V.P Automobile could draw their attention at their first glimpse. 33.33% of the respondents replied that the quite well-known United Nations' logo in the United Nations' job advertisement could attract their interest at their first look. 16.67% and 3.33% of the respondents responded that the unfamiliar logo of Group 4 Security and Hecny Transportation respectively could attract their attention at their first glance. The findings prove that famous logos could be used in job advertisements to attract readers' attention.

The respondents were asked in the sixth question to choose the advertisement that could attract their attention at their first look the most. The researcher placed four pieces of job advertisements for the respondents to select. Each of these four advertisements deployed different attractive feature namely extra color insertion, big headline size, a lot of white space and famous logo. The data obtained are illustrated in Table 9. The frequency of each advertisement selection was used to calculate the percentage.

TABLE 9 FACTORS THAT COULD ATTRACT THE RESPONDENTS' ATTENTION THE MOST

Type of Job Advertisement	Attraction Rank Frequency				Percentage
	No.1	No.2	No.3	No.4	
Three-color job advertisement (FitchRatings)	7	5	12	6	60.83%
Job advertisement with a big headline (Harrow International School)	11	10	6	3	74.17%

TABLE 9 (Continued)

Type of Job Advertisement	Attraction Rank Frequency				Percentage
	No.1	No.2	No.3	No.4	
Job advertisement with a lot of white space (Plaza Athenee Bangkok)	7	6	4	13	55.83%
Job advertisement with well known BMW's logo (V.V.P Automobile)	6	8	8	8	60.00%

As illustrated in Table 9, the job advertisement with a big headline (Harrow International School) could draw the respondents' attention the most at 74.17% and followed by the three-color job advertisement (FitchRatings), the job advertisement with well known BMW's logo (V.V.P Automobile) and the job advertisement with a lot of white space (Plaza Athenee Bangkok) at 60.83%, 60.00% and 55.83% respectively. The findings show that the big-sized headline is the most effective factor that could attract readers' attention.

The respondents were asked in the seventh question to choose the advertisement that they might ignore reading it. The researcher placed four pieces of job advertisements whose size and line spacing of the body copy are different for the respondents to select. The respondents were requested to give supporting reasons why they ignored reading such an advertisement. The data obtained are illustrated in Table 10. The frequency of each advertisement selection was used to calculate the percentage.

TABLE 10 FACTORS THAT MAKE THE RESPONDENTS IGNORE READING THE JOB
ADVERTISEMENT

Job Advertisement	Frequency	Percentage
Baker Huges Job Advertisement	20	66.67%
Supporting reasons why the respondents ignore reading this job advertisement.		
<ul style="list-style-type: none"> • Letter size of body copy is too small. 	11	55.00%
<ul style="list-style-type: none"> • The line spacing of the body copy is too narrow. 	14	70.00%
<ul style="list-style-type: none"> • Other <ul style="list-style-type: none"> ○ Too long body copy / Body copy contains too many details. 	2	10%
IFC MPDF Job Advertisement	26	86.67%
Supporting reasons why the respondents ignore reading this job advertisement.		
<ul style="list-style-type: none"> • Letter size of body copy is too small. 	23	88.46%
<ul style="list-style-type: none"> • The line spacing of the body copy is too narrow. 	6	23.08%
<ul style="list-style-type: none"> • Other <ul style="list-style-type: none"> ○ Too long body copy / Body copy contains too many details. ○ No sub-heading (difficult to jump in / get out) ○ Very difficult to find the position offered ○ The body copy is printed in very light black color which is very difficult to read. 	7	26.92%
	5	19.23%
	2	7.69%
	1	3.85%

As illustrated in Table 10, 86.67% of the respondents ignored reading the job advertisement of IF MPDF with several supporting reasons classified in percentage as follows. 88.46% of these respondents indicated that the letter size of the body copy of the advertisement was too small. 26.92% of them answered that the body copy was too long and contained too many details. 23.08% of them replied that the line spacing of the body copy was too narrow. 19.23% of them replied that they denied reading this job advertisement because the advertisement had no sub-headlines. 7.69% of them mentioned that it was very difficult to find what position was offered from the body copy and 3.85% of them replied that they decided not to read IF MPDF because the body copy was printed in very light black color. In the researcher's opinion, the letter size of the body copy of IF MPDF advertisement was really too small for the respondents to read so it was no doubt why the respondents ignored reading the job advertising of IF MPDF the most at 86.67%.

66.67% of the respondents decided not to read the job advertisement of Baker Huges with supporting reasons categorized in percentage as follows. 70% of these respondents indicated that the line spacing of the body copy was too narrow. 55% of them stated that the letter size of the body copy was too small and 10% of them expressed that the body copy was too long and contained too many details. Although the body copy's letter size of Baker Huges advertisement was bigger than that of IF MPDF advertisement, the percentage that the respondents ignored reading Baker Huges advertisement at 66.67% was still high. The findings show that not only the letter size of the body copy that impacts the respondents' reading ignorance but also the width of line spacing.

56.67% of the respondents ignored reading the job advertisement of Kerry Logistics. They gave supporting reasons which were classified in percentage as follows. 47.06% of these respondents replied that the letter size of the body copy was too small. 47.06% of

them indicated that the job advertisement had no sub-heading. 39.29% of them answered that the line spacing of the body copy was too narrow and 29.41% of them mentioned that the body copy was too long and contained too many details. In the researcher's opinion, although the letter size of the body copy of Kerry Logistics advertisement was bigger than that of IF MPDF and Baker Huges, it was still small for some respondents to read. In addition, the advertisement of Kerry Logistics had no sub-heading which made it difficult for the respondents to find information needed at a glance. As a result, 56.67% of the respondents ignored reading the advertisement of Kerry Logistics.

20% of the respondents ignored reading the job advertisement of GE Electric with supporting reasons classified in percentage as follows. 50% of these respondents answered that the letter size of the body copy was too small. 33.33% of them stated that the line spacing of the body copy was too narrow and the body copy was too long and contained too many details. In the researcher's view, even though the letter size of the body copy of GE Electric advertisement was smaller than that of Kerrey Logistics advertisement, it is noticeable that the respondents ignored reading the job advertisement of Kerry Logistics at 56.67%, while ignored reading the job advertisement of GE Electric at only 20%. It could be interpreted that the size of body is not the only factor that influences the respondents whether they will read or ignore reading the job advertisements but other factors including 1) The body copy is too long or contains too many details. 2) The job advertisement has no sub-headline. 3) The line spacing of the body copy is too narrow. 4) The position offered could not be easily seen as it is not printed as the headline or sub-headline of the advertisement. 5) The body copy is printed in the very light black color on the white background which is very difficult to read.

Part III: Information or Features That Should be Contained in The Small-Sized Job Advertisement

The information or features that should be contained in the small-sized job advertisement were obtained from the reply of the respondents in Part III of the questionnaire.

The respondents were asked to classify the important level of the information or features that should be included in the small-sized recruitment advertising. The data obtained are illustrated in Table 11. The frequency of the important level was then converted to the percentage.

TABLE 11 INFORMATION OR FEATURES THAT SHOULD BE CONTAINED IN THE SMALL-SIZED JOB ADVERTISEMENT

Information / Features	Level of Importance Frequency					Level of Importance in Percentage
	Very Important (100%)	Important (75%)	Fair (50%)	Slightly Important (25%)	Unimportant (0%)	
Understand job title	19	10	1	-	-	90.00%
Detailed job description	9	17	3	1	-	78.33%
Salary	10	14	6	-	-	78.33%
Office Location	12	13	3	1	1	78.33%
An overview of the organization	1	8	18	2	1	55.55%
Company Name	9	15	6	-	-	77.55%

TABLE 11 (Continued)

Information / Features	Level of Importance Frequency					Level of Importance in Percentage
	Very Important (100%)	Important (75%)	Fair (50%)	Slightly Important (25%)	Unimportant (0%)	
Company Logo	2	7	16	5	-	55.00%
Company Slogan	-	1	5	21	3	28.33%
Training Scheme	-	3	16	9	2	41.66%
Statements such as career development, job satisfaction	-	9	13	7	1	50.00%
Website and telephone number of organization where applicants can get full details of the organization and the vacant position	14	16	-	-	-	86.67%
Procedure needed (How to apply?, Application deadline, Contact details)	14	15	1	-	-	85.83%
Detailed specification and attributes of the ideal candidate	6	18	4	2	-	73.33%

TABLE 11 (Continued)

Information / Features	Level of Importance Frequency					Level of Importance in Percentage
	Very Important (100%)	Important (75%)	Fair (50%)	Slightly Important (25%)	Unimportant (0%)	
Fringe benefits such as provident fund, medical care, bonus, company car etc.	3	16	7	4	-	65.00%
Traveling	2	10	10	8	-	55.00%

As illustrated in Table 11, the important level of information or features that should be contained in the small-sized job advertisement are ranked from most to least as follows:

1) Understand job title at 90% 2) Website and telephone number of organization where applicants can get full details of the organization and the vacant position at 86.67% 3) Procedure needed (how to apply?, application deadline, contact details) at 85.83% 4) Detailed job description, Salary and Office location got the same percentage at 78.33% 5) Corporate name at 77.55% 6) Detailed specification and attributes of the ideal candidate at 73.33% 7) Fringe benefits such as provident fund, medical care, bonus, company car etc. at 65.00% 8) Summary of the organization at 55.55% 9) Company Logo and Traveling got the same percentage at 55.00% 10) Statements such as career development, job satisfaction at 50% 11) Training Scheme at 41% 12) Company Slogan at 28.33%.

In the researcher's opinion, the reasons why the result came out as illustrated above can be explained as follows.

Understand job title came at the first place at 90% for information that should be contained in the small-sized job advertisement because the job title was the first information the respondents used to judge whether the position offered matched their need. If yes, they would go on reading the advertisement but if not, they would quit reading it.

Website and telephone number of organization where applicants can get full details of the organization and the vacant position came at the second rank at 86.67% because the respondents understood that the advertising space was limited so only necessary information should be contained in the job advertisement, while the complete one should be included in the organization's website.

Procedure needed came at the third place at 85.83%. The respondents voted for procedure needed at high percentage (85.83%) because without procedure needed, the respondents would not know how to apply or when to apply for the position offered so they might lose the chance to get a good job.

Detailed job description, salary and office location came at the fourth place at 78.33% for information that should be contained in the small-sized job advertisement. Once the job title matched the respondents' need, the respondents would further check for the job description of such a job title. For salary and office location, they are the basic needs which the respondents would always look for when they apply for a new job. These are reasons why job description, salary and office location got the fourth rank at high percentage (78.33%).

Corporate name came at the fifth rank at 77.55%. The reason why corporate name got high percentage (77.55%) because the respondents would like to know which organization offered such a position before applying for the position offered.

Applicant's specification came at the sixth place at 73.33%. 73.33% votes are considered quite high percentage, meaning that the respondents would like to know the applicant's specification required before applying for the job offered. If their specification did not meet the requirements, they would not waste their time applying for such the position.

Fringe benefits came at the seventh place at 65.00%. 65.00% falls between important level and fair level. When applying for a positioned offered, salary was the main benefit that the respondents would like to know. For the fringe benefits, the respondents did not pay much attention to them. They might think that fringe benefits offered by one company was not much different from those offered by the others.

An overview of the organization came at the eighth rank at 55.55%. 55.55% votes are considered low percentage, meaning that the overview of the organization was not quite important for the respondents. Just the corporate name would be enough for the respondents to consider whether to apply for the job offered. Furthermore, if the respondents really needed further information about the company, they could get it from the corporate website.

Both company logo and traveling came at the ninth place at 55.00%. 55.00% is considered low percentage. To make a decision in applying for any job, the respondents would search for important information such as the job title and salary but not the corporate logo or traveling. That is a reason why company logo and traveling got not many votes at only 55.00%.

Statements such as career development or job satisfaction came at the tenth rank at 50%. The respondents might view these kinds of statements as just a fake promise so they voted for them at only 50%.

Regarding training scheme, it came at the eleventh rank at 41.00%. 41.00% is considered low percentage. Since the respondents had already had working experience so they paid a little attention to the training scheme.

Company slogan came at the last place at only 28.33%. To make a decision in applying for any job, the respondents would search for important information such as the job title and salary rather than the company slogan.

Part IV: Information or Features That Could Motivate Employees to Apply for the Vacant Position

The information or features that could motivate employees to apply for the vacant position were obtained from the reply of the respondents in Part IV of the questionnaire.

The respondents were asked to classify the information or features by the important level so as to find out information or features that could motivate the respondents to apply for the vacant position offered. The data obtained are illustrated in Table 12. The frequency of the important level was then converted to percentage.

TABLE 12 INFORMATION OR FEATURES THAT COULD MOTIVATE THE RESPONDENTS TO APPLY FOR THE VACANT POSITION

Information / Features	Level of Importance Frequency					Level of Importance in Percentage
	Very Important (100%)	Important (75%)	Fair (50%)	Slightly Important (25%)	Unimportant (0%)	
Understand job title	18	11	1	-	-	89.17%
Detailed job description	13	17	-	-	-	85.83%
Salary	19	10	1	-	-	90.00%
Office Location	16	9	3	2	-	82.50%
A summary of the organization	-	10	13	7	-	52.50%

TABLE 12 (Continued)

Information / Features	Level of Importance Frequency					Level of Importance in Percentage
	Very Important (100%)	Important (75%)	Fair (50%)	Slightly Important (25%)	Unimportant (0%)	
Company Name	10	15	5	-	-	79.17%
Company Logo	-	10	15	4	1	53.33%
Company Slogan	-	1	9	18	2	32.50%
Training scheme	1	10	11	8	-	53.33%
Statements such as career development, job satisfaction	2	11	11	5	1	56.67%
Website and telephone number of organization where applicants can get full details of the organization and the vacant position	8	14	8	-	-	75.00%
Procedure needed (How to apply?, Application deadline, Contact details)	11	14	5	-	-	80.00%

TABLE 12 (Continued)

Information / Features	Level of Importance Frequency					Level of Importance in Percentage
	Very Important (100%)	Important (75%)	Fair (50%)	Slightly Important (25%)	Unimportant (0%)	
Detailed specification and attributes of the ideal candidate	5	15	8	2	-	69.17%
Fringe benefits such as provident fund, medical care, bonus, company car etc.	8	12	7	3	-	70.83%
Traveling	2	12	12	6	-	61.00%

As illustrated in Table 12, the important level of information or features that could motivate employees to apply for the vacant position are ranked from most to least as follows: 1) Salary at 90% 2) Understand job title at 89.17% 3) Detailed job description at 85.83% 4) Office Location at 82.50% 5) Procedure needed (how to apply?, application deadline, contact details at 80% 6) Corporate Name at 79.17% 7) Website and telephone number of organization where applicants can get full details of the organization and the vacant position at 75% 8) Fringe benefits such as provident fund, medical care, bonus, company car etc. at 70.83% 9) Detailed specification and attributes of the ideal candidate at 69.17% 10) Traveling at 61.00% 11) Statements such as career development, job satisfaction 56.67% 12) Company Logo and Training Scheme got the same percentage of at 53.33% 13) An overview of the organization at 52.50% 14) Company Slogan at 32.50%.

In the researcher's view, the reasons why the result came out as illustrated in the previous page can be explained as follows.

Salary came at the first place at 90.00% for information that could motivate employees to apply for a position offered. It could not be denied that most people work in exchange for money. That is the reason why salary came at the first place at 90.00%.

Understand job title came at the second place at 89.17%. In general, people need progress in their career. If they are a manager at present, they often look for a higher position with more responsibility and more salary. That is why understand job title got votes at high percentage (89.17%).

Job description came at the third place at 85.83%. Once the respondents were motivated by the job title, they would further look for the job description of the vacant position and if the job description really matched their need, they would then be motivated to apply for the job offered. That is a reason why job description followed job title at the third place at 85.83%.

For office location, it came at the fourth rank at 82.50%. Since the respondents suffered the bad traffic conditions in Bangkok so if the office location of the job offered is located near the respondents' home or in the area where they can easily reach, the respondents would be motivated to apply for such the job.

Procedure needed came at the fifth place at 80.00% for information that could motivate them to apply for the vacant position. In the researcher's view, once the application deadline is specified, the respondents would be motivated to actively apply for the position offered within such the deadline; otherwise, they would lose the chance to get that job. That is the reason why the respondents voted for procedure needed at high percentage (80.00%).

Corporate name came at the sixth place at 79.17%. Most people would like to get a job in a famous organization so the name of well-known company would motivate the respondents to apply for the job offered.

Website and telephone number of organization where applicants can get full details of the organization and the vacant position came at the seventh rank at 75%. 75% votes reflect that the website and telephone number of organization could motivate the respondents to apply for the position offered since they could study all detailed information related to the organization and the vacant position from the website given before applying for the job.

Fringe benefits came at the eighth rank at 70.83% for information that could motivate employees to apply for the vacant position. When applying for a job, most people look for a high salary at their first priority. For the fringe benefits, the respondents paid less attention to them. They might think that fringe benefits offered by one company was not much different from those offered by the others. That would be the reason why fringe benefits came at the eighth rank at 70.83% which was far less than that of salary.

Applicants' specification came at the ninth place at 69.17%. 69.17% votes are considered quite high percentage, meaning that the respondents would like to know the applicant's specification required before applying for the job offered and if their specification met the requirements, they would be motivated to apply for such the position.

Traveling came at the tenth place at 61.00%. 61.00% is considered low percentage. When applying for a job, the respondents would search for main benefits offered such as the job title and salary rather than a small thing like traveling. That is why traveling could motivate the respondents to apply for the position offered at only 61.00%.

Statements such as career development came at the eleventh rank at 56.67%. The respondents might view them as just a fake promise so they voted for these kinds of statements at only 56.67%.

Company logo and training scheme came at the twelfth rank at 53.33%. 53.33% is considered low percentage. This would be because company logo is just a small thing. The respondents would focus on company name rather than company logo when applying for the position offered.

For training scheme, the respondents had already had working experience so training scheme could hardly motivate the respondents to apply for the vacant position.

An overview of the organization came at the thirteenth rank at 52.50%. 52.50% votes are considered low percentage. This would be because the respondents needed to know just the corporate name but not the overview of the organization when applying for a position offered.

Regarding company slogan, it came at the last place at only 32.50%. Company slogan is also a very small thing. When applying for a job, the respondents would search for important information such as job title and salary rather than company slogan.

CHAPTER 5

CONCLUSION AND DISCUSSION

This chapter presents a conclusion of the study based on the research questions and discusses the findings whether they conform to or contrast with the AIDA theory or previous research mentioned in Chapter 2. Finally, suggestions of how to construct effective small-sized newspaper job advertisements are presented.

Conclusion

This research investigated the effectiveness of small-sized job advertisements in the Bangkok Post and the Nation from employees' viewpoint. The research questions of this study included 1) Which features in the small-sized newspaper recruitment advertising attract employees' attention? 2) What information should be left out or should be contained in the small-sized newspaper recruitment advertising?

The findings are illustrated below.

Research Question 1: Which features in the small-sized newspaper recruitment advertising attract employees' attention?

The respondents' answer to the second question in Part II of the questionnaire confirms that an extra color insertion plays an important role in attracting employees' attention because 76.67% of the respondents answered that the three-color advertisement of FitchRatings could attract their attention at their first glance the most, while 16.67%, 6.67% and none of the respondents replied that the two-color advertisement of UOT, Lorenz & Partners and Kerry Logistics respectively could draw their attention at their first look the most.

None of the respondents replied to the second question in Part II of the questionnaire that the job advertisement of Kerry Logistics could draw their attention at their first sight the most. Since the job advertisement of Kerry Logistics was the only advertisement that contained a visual logo which was unfamiliar to the respondents; therefore, it could be concluded that an unfamiliar logo could not be used to attract the respondents' attention. However, if the logo is well-known, it still can be used to attract employees' attention. This is confirmed by the answer of the respondents to the fifth question in Part II of the questionnaire because 76.67% of the respondents replied that the famous BMW's logo in the job advertisement of V.V.P Automobile could draw their attention at their first glimpse the most; whereas 33.33% of the respondents replied that the quite well-known United Nations' logo in the United Nations' job advertisement could attract their interest at their first look the most. Only 16.67% and 3.33% of the respondents responded that the unfamiliar logo of Group 4 Security and Hecny Transportation respectively could attract their attention at their first glance the most.

The respondents' reply to the third question in Part II of the questionnaire leads to the conclusion that white space is another feature that can attract employees' attention. This is because 63.33% of the respondents answered that the job advertisement of Plaza Athenee Bangkok whose white space is rich could attract their attention at their first look the most, while only 16.67%, 10% and 10% of the respondents replied that the closely printed job advertisements of BK Magazine, unidentified company and Siam Chemical respectively could draw their interest at their first sight the most.

Based on the respondents' reply to the fourth question in Part II of the questionnaire, it confirms that big-sized headline is another factor that can attract employees' attention since 66.67% of the respondents replied that the job advertisement with the biggest headline size of Harrow International School could attract their attention at their first

glance the most, while 33.33% of the respondents answered that the job advertisement with the second biggest headline size of Champion Machine Tool (Thailand) Co., Ltd. could draw their attention at their first look the most, whereas the job advertisements with the third biggest headline size of Siam Chemical Logistics and the smallest headline size of the unidentified company could attract none of the respondents' attention at their first glance.

When compared which features among an extra color insertion, white space, headline size and famous logo could attract employees' attention the most, it was found from the respondents' answer to the sixth question in Part II of the questionnaire that the job advertisement with a big headline size of Harrow International School could draw the respondents' attention the most at 74.17%. This was followed by the three-color job advertisement of FitchRatings, the job advertisement with the highlighted famous BMW's logo of V.V.P Automobile and the job advertisement with a lot of white space of Plaza Athenee Bangkok at 60.83%, 60.00% and 55.83% respectively.

The letter size of body copy is the key factor that influences the judgment of employees whether they will read or will ignore reading job advertisements. This conclusion is confirmed by the respondents' answer to the seventh question in Part II of the questionnaire because the respondents ignored reading IF MPDF job advertisement the most at 86.67% and 88.46% of the respondents who ignored reading this advertisement gave the reason that the letter size of body copy of IF MPDF advertisement was too small.

It is remarkable that the respondents ignored reading the job advertisement of Kerry Logistics at 56.67%, while ignored reading the job advertisement of GE Electric at only 20% although the letter size of body copy of Kerry Logistics job advertisement is larger than that of GE Electric job advertisement. This leads to the conclusion that the letter size of body copy is not the only factor that influences the respondents whether they will read or ignore

reading job advertisements. From the data obtained, other reasons that made the respondents ignore reading the job advertisement include 1) The body copy is too long or contains too many details. 2) The job advertisement has no sub-headline. 3) The line spacing of the body copy is too narrow. 4) The position offered could not be easily seen as it is not printed as the headline or sub-headline of the advertisement. 5) The body copy is printed in the very light black color on the white background which is very difficult to read.

Based on the respondents' response to the first question in Part I of the questionnaire, it can be concluded that the information that should be used as the main headline of recruitment advertising the most was job title at 96.30%, while 75.56%, 74.81%, 66.67%, 51.48%, 39.63%, 38.15%, 32.96% and 25.93% of the respondents indicated that office location, salary, corporate name, rewards other than salary, traveling, words that stimulate curiosity like "urgently required", training scheme and corporate slogan should be used as the main headline of the job advertising respectively.

Research Question 2: What information should be left out or should be contained in the small-sized newspaper recruitment advertising?

Based on the answer of the respondents to Part III of the questionnaire, it can be concluded that the important level of information or features that should be contained in the small-sized job advertisement ranked from most to least are as follows: 1) Understand job title at 90.00% 2) Website and telephone number of organization where applicants can get full details of the organization and the vacant position at 86.67% 3) Procedure needed (how to apply?, application deadline, contact details) at 85.83% 4) Detailed job description, Salary and Office Location got the same percentage at 78.33% 5) Corporate name at 77.55% 6) Detailed specification and attributes of the ideal candidate at 73.33% 6) Fringe benefits such as provident fund, medical care, bonus, company car at 65.00% 7) An

overview of the organization at 55.55% 8) Company Logo and Traveling got the same percentage at 55.00% 9) Statements such as career development, job satisfaction at 50.00% 10) Training Scheme at 41.00% 11) Company Slogan at 28.33%.

Besides, it was found from the respondents' reply to the question in Part IV of the questionnaire that the important level of information or features that could motivate employees to apply for the vacant position are ranked from most to least as follows:

1) Salary at 90.00% 2) Understand job title at 89.17% 3) Detailed job description at 85.83% 4) Office Location at 82.50% 5) Procedure needed (how to apply?, application deadline, contact details at 80.00% 6) Corporate name at 79.17% 7) Website and telephone number of organization where applicants can get full details of the organization and the vacant position at 75.00% 8) Fringe benefits such as provident fund, medical care, bonus, company car etc. at 70.83% 9) Detailed specification and attributes of the ideal candidate at 69.17% 10) Traveling at 61.00% 11) Statements such as career development, job satisfaction at 56.67% 12) Company Logo and Training Scheme got the same percentage at 53.33% 13) An overview of organization at 52.50% 14) Company slogan at 32.50%.

Discussion

The findings from this study confirmed that the features in small-sized job advertisements that could attract employees' attention consisted of color, white space, the letter size of both headline and body copy which conformed to **A**ttention of AIDA theory described in Chapter 2. However, the findings on logo partially complied with **A**ttention of AIDA theory.

For color, the findings conformed to Payomyaem's statement (1994) that colors played an important role in attracting readers' attention especially when colors were used in black and white environment due to the contrast. The findings also conformed to Schick & Book's statement (1988) that a little color could make an advertisement stand out on a page in an impressive and eye – catching manner, so adding one color to a black and white advertisement could greatly increase readership.

The findings on white space complied with Grantastic Design Inc (2006) and Dessler's statements (1994). According to Grantastic Design Inc, the advertisement which was visually appealing must be easy on the eyes. Without an adequate amount of white space, text would be unreadable, graphics would lose their emphasis, and there would be no balance between the elements on a page. Dessler (1994) noted that closely printed advertisements were lost while using wide borders or lot of empty space stood out.

For logo, the findings partially complied with Adbusters' statement (2006). According to Adbusters (2006), a visual would help draw readers' attention to an advertisement. 70% of people would only look at the visual in an advertisement, whereas only 30% will read the headline. The findings on logo from this study were separated into two parts as follows: The finding of the first part was that the job advertisement with the

unfamiliar visual logo of Kerry Logistics could not draw the respondents' attention at all. This finding completely contradicted to Adbusters' statement. In the researcher's opinion, there are two supporting reasons to this finding, namely, 1) The size of logo printed on the job advertisement is too small and 2) The logo is unfamiliar to the respondents. However, it was found from the second part that if the logo was well known, it could be used to attract employees' attention. This finding conformed to Adbuster's statement.

The finding on headline size was in accordance with Boduch's statement (2006) who said that headlines should be designed so as to jump out visually and command attention above the rest of the text.

The finding on the letter size of body copy complied with Book & Schick's statement (1988) who recommended that the letter size of the body copy should be set so as to invite readers to read the advertisement. If a very small size is used, the readers will leave the advertisement without reading it. This finding emphasizes the importance of the letter size of body copy. If the readers ignore reading an advertisement, it means that such an advertisement completely fails.

Based on the response to the first question in Part I of the questionnaire, the information that should be used as the main headline of recruitment advertising the most was job title, office location and salary at 96.30%, 75.56% and 74.81% respectively. The job title headline is categorized in the group of news / information headline. The office location headline is also classified in the group of news / information headline, while the salary headline is categorized in the group of benefit headline. The findings were in accordance with Ogilvy's statement (1983) who suggested that the benefit headline and news / information headline should be used in advertising.

Regarding the *Interest*, the second component of AIDA Theory, the findings partially conformed to Dessler's statement (1994) who said that information such as benefits, training scheme and working location should be contained in job advertisements so as to create interest in the job. The findings confirmed that not all of this information could create the respondents' interest. According to the respondents' answer to questions in Part IV of the questionnaire, salary, office location and fringe benefits came at the first rank (90.00%), the fourth rank (82.50%) and the eighth rank (70.83%) respectively for information that could motivate the respondents to apply for the position offered. Since the comparison was made among fifteen pieces of information, the first rank at 90.00% for salary and the fourth rank at 82.50% for office location were considered leading ranking. Although fringe benefits came at the eighth rank, 70.83% of the respondents voted that fringe benefits could motivate them to apply for the job offered. 70.83% votes are still considered high percentage. Therefore, it could be concluded that salary, office location and fringe benefits could create interest in the job which conformed to Dessler's statement. However, it was found that training scheme came at the twelfth rank at 53.33% for information that could motivate the respondents to apply for the position offered. Since the comparison was made among fifteen pieces of information, the twelfth rank at 53.33% for training scheme reflected that this information could hardly create any interest in the job. It was then concluded that this finding did not conform to Dessler's statement. In the researcher's view, the training scheme got the twelfth rank because the respondents had already had working experience so training scheme was not very important to them.

For the **D**esire, the third component of AIDA Theory, the findings did not conform to the statement of Dessler (1994) who stated that desire should be created by amplifying on the interest factors plus the extras of the job in terms of job satisfaction, career development, travel, or similar advantages. According to the respondents' answer to questions in Part IV of the questionnaire, traveling and statements such as career development, job satisfaction came at the tenth rank at 61.00% and the eleventh rank at 56.67% respectively. Since the comparison was made among fifteen pieces of information, the tenth rank at 61.00% for traveling and the eleventh rank at 53.33% for statements such as career development and job satisfaction inferred that this information could hardly create desire for the respondents to apply for the position offered. It was then concluded that this finding did not conform to Dessler's statement. In the view of the researcher, when applying for a new job, the respondents will look for information that really matches or satisfies their basic needs in the first priority such as satisfactory salary, job title and office location. For traveling, the respondents perceive it as a small thing. This is a reason why traveling came at the tenth rank at 61.00%. For statements such as career development and job satisfaction, the respondents might view them as just a fake promise so they responded that these kinds of statements could not create desire for them to apply for the position offered.

Regarding **A**ction, the last component of AIDA Theory, the findings fully complied with Dessler's statement (1994) who said that the job advertisements should instigate action, for instances, "call today" or "write today for more information". According to the respondents' answer to the question in Part III of the questionnaire, procedure needed (how to apply?, application deadline, contact details) came at the third rank (85.83%) for

information that should be contained in the small-sized job advertisement. Since the comparison was made among fifteen pieces of information, the third rank at 85.83% for procedure needed (how to apply?, application deadline, contact details) was considered leading ranking. Besides, based on the respondents' reply to the question in Part IV of the questionnaire, procedure needed (how to apply?, application deadline, contact details) came at the fifth rank at 80.00% for information that could motivate them to apply for the position offered. Because the comparison was made among fifteen pieces of information, the fifth rank at 80.00% for procedure needed (how to apply?, application deadline, contact details) was considered leading ranking. It was then concluded that this finding was in accordance with Dessler's statement.

Suggestions

Based on the findings, there are several features that can be used in small-sized job advertisements so as to attract employees' attention including an extra color insertion, big-sized headline, white space and well-known logo. Among these factors, the big-sized headline is the most effective feature that should be used in the small-sized newspaper recruitment advertising to attract employees' attention. Although an extra color insertion is one of the factors that can attract employees to read job advertisements, HRM or recruitment advertisers have to pay extra money in adding extra color to the black and white advertising. Besides, too many HRM or recruitment advertisers use the extra color feature to attract employees' attention at present. As a result, the previous black and white surrounding is changed to black and white with extra color surrounding instead. Therefore, a three – color advertisement does not stand out on a page anymore. It is then suggested that HRM or recruitment advertisers should not use the extra color feature in making job advertisement attractive unless they are sure that the surrounding of classified section of the newspaper really becomes black and white.

Regarding logo, it is recommended that an organization whose logo is not famous should exclude or should not emphasize its logo in its job advertisement because employees do not pay any attention to the unfamiliar logo. Unless the logo is well-known, it should then be contained in the small-sized job advertisement so as to attract employees' attention.

Regarding white space, even it can be used to attract employees to read job advertisements, it is the least effective feature when compared to other factors such as headline size, color and famous logo. Since the small-sized job advertisement has a limited space but a lot of information to be contained in, it is suggested that HRM or recruitment advertisers should not use a lot of white space to attract employees' attention; otherwise, the job advertisement will lack useful information to be exposed to employees. The advertising space shall be used as efficiently as possible but of course, the job advertisement shall have proper white space which does not annoy employees from reading it. ta

It is further suggested that a job title should be used as the main headline of job advertisements. However, if the HRM thinks that salary to be offered for the position posted is really attractive, salary then should be used as the main headline of such the job advertisements.

The letter size of body copy is the very important factor that HRM or recruitment advertisers should pay attention to when creating job advertisements. If the letter size of body copy of a job advertisement is too small for employees to read, they will ignore reading it. As a result, few candidates will apply for the position offered. This is really a failure because HRM or recruitment advertisers may have to place such the job advertisement once again. Not only should the letter size of body copy be set so as to

invite readers to read job advertisements but HRM or recruitment advertisers should also be aware that the body copy should not be too long or contain too many details. In addition, job advertisement should have sub-headlines, the line spacing of the body copy should not be too narrow, the position offered should be easily seen and the body copy should be printed in dark black color on the white background for easy reading. Otherwise, employees will leave job advertisements without reading them.

Due to the limited space, HRM or recruitment advertisers might not contain all information or features in job advertisements. It is suggested that HRM or recruitment advertisers should select information or features to be contained in the job advertisements based on the important level from most to least as follows: 1) Understand job title at 90.00% 2) Website and telephone number of organization where applicants can get full details of the organization and the vacant position at 86.67% 3) Procedure needed (how to apply?, application deadline, contact details) at 85.83% 4) Detailed job description, Salary and Office location at 78.33% 5) Corporate name at 77.55% 6) Detailed specification and attributes of the ideal candidate at 73.33% 7) Fringe benefits such as provident fund, medical care, bonus, company car etc. at 65.00% 8) An overview of the organization at 55.55% 9) Company logo and Traveling at 55.00% 10) Statements such as career development, job satisfaction at 50% 11) Training scheme at 41.00% 12) Company slogan at 28.33%.

The researcher suggests that HRM or recruitment advertisers should contain job title, organization's website, procedure needed, salary, office location and corporate name in the small-sized job advertisement. Regarding the organization's overview, it came at the

eighth rank at 55.55%, which is considered low percentage. This means that the overview of the organization was not quite important for the respondents. Just the corporate name would be enough for the respondents to apply for the job offered. Therefore, the researcher suggests that HRM or recruitment advertisers should not include the organization's overview in the small-sized job advertisement but in the organization's website instead.

Regarding job description and applicants' specification, they came at the fourth rank (78.33%) and the sixth rank (73.33%) respectively for information that should be contained in the small-sized job advertisement. Since the comparison was made among fifteen pieces of information, the fourth rank (78.33%) for job description and the sixth rank (73.33%) for applicants' specification were still considered leading ranking, meaning that HRM or recruitment advertisers should contain these two pieces of information in the small size job advertisement. However, as suggested in the previous page, the body copy should not be too long or contain too many details; otherwise, employees will ignore reading job advertisements. Therefore, the researcher suggests that HRM or recruitment advertisers put only brief job description and applicants' specification in the small-sized newspaper recruitment advertising. The complete information about job description and applicants' specification should be put in the organization's website instead.

Furthermore, a job advertisement can still be attractive and motivate employees to apply for a vacant position offered, although HRM or recruitment advertisers do not contain information or features such as company logo (if it is unfamiliar); traveling; statements such as career development or job satisfaction; training scheme and company slogan in the small-sized job advertisement since employees do not pay much attention to them. It is recommended that that these kinds of information and features should also be contained in the organization's website.

Limitations of the Study

The study has the following limitations.

1. The research focuses only on features and information that should be used in creating the effective small-sized newspaper recruitment advertising. Many other factors such as writing styles and formats required in constructing the effective small-sized newspaper recruitment advertising are not covered in this paper.

2. The study investigates only employees' viewpoint on features and information that should be used in constructing the effective small-sized recruitment advertising. Employers may have a different opinion on features and information to be used in creating job advertisements.

Recommendations for Further Studies

1. Further studies concerning interesting writing styles and formats in constructing the effective small-sized newspaper recruitment advertising should be conducted.

2. It was found that salary was the most important factor that could motivate employees to apply for vacant positions. However, many companies do not contain salary information in their newspaper job advertisements. In some cases, big organizations put only a job title with telephone number in their job advertising. There might be a hidden agenda in those job advertisements. Therefore, further research concerning the effective newspaper recruitment advertising in employers' viewpoint should be conducted.

3. Further research concerning the exact letter size of the body copy in point of a specific font that may make readers ignore reading job advertisements and comparing the letter size of body copy of the studied font with other fonts to find an equivalent size in point should be explored. This will benefit HRM or recruitment advertisers and others involved.

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APPENDIX

QUESTIONNAIRE

This questionnaire is prepared by Mr. Weerasak Phathanasukphan, who is now working on a Master's Project entitled "A Study of The Effective Small-sized Newspaper Recruitment Advertising from Employees' Viewpoint" at the Department of Western Languages, Faculty of Humanities, Srinakharinwirot University. The purpose of this questionnaire is to find out features and information in recruitment advertising that attract employees' attention and motivate them to apply for the vacant positions.

Your response to the questions will be very useful for the study. Many thanks for your kind cooperation.

Part I: General Background

Please read and write your answer and / or put (X) in the bracket provided.

1. Personal Data: Please read and write your answer and / or put (x) in the bracket provided according to your opinion.

1.1 Age.....

1.2 Position.....

1.3 Organization Name / Address

.....

1.4 How long have you been working in this firm?

() 1 – 2 years

() More than 2 years

1.5 What is your job satisfaction level?

- Very satisfied
- Satisfied
- Not satisfied

2. How frequent do you read job advertisements in the classified section of the Bangkok Post or the Nation? Please mark a cross (X) in the bracket provided for your answer.

- Everyday
- 2 – 3 times a week
- Once a week
- 2 – 3 times a month
- Once a month

3. How do you read the job advertisements placed in the classified section in the Bangkok Post or the Nation? Please mark a cross (X) in the bracket provided for your answer.

- Read through every job advertisement
- Scan the job advertisements and read only ones that are attractive

4. What is your purpose of reading the classified section in the Bangkok Post or the Nation? Please mark a cross (X) in the bracket provided for your answer.

- Really want to apply for a new job
- Apply for a new job if the vacant position offered is really interesting
- Just to keep yourself updated about personnel wanted in the market

Part II: Factors That Attract Employees' Attention

1. Please rank (1 - 8) according to your priority the following information that should be used as the main headline of the recruitment advertisement?

Type of Information	Rank
Office location	
Job title	
Slogan of the organization	
Salary	
Rewards other than salary	
Traveling	
Training scheme	
Corporate name	
Words that stimulate curiosity such as " <u>Urgently Required</u> "	

2. Please put (X) in front of the advertisement that can attract your attention at your first glance the most.



Fitch Ratings
FOR YOUR FIRM

CORPORATE CREDIT ANALYST ASSOCIATE DIRECTOR

Fitch Ratings (Thailand) Limited, an affiliate of the international credit rating agency, is expanding its business and seeks a credit analyst to join its corporate ratings team. Credit officers, investment bankers or fixed income and equity analysts may apply.

Requirements:

- Thai national;
- A Bachelor's degree in accounting, statistics, finance, economics, science or engineering is required, and a Master's degree is preferred;
- 4-6 years analytical experience, with a background in research or credit analysis;
- Strong quantitative & analytical ability;
- Strong modeling, report writing and communication skills in English;
- Work effectively in a team environment.

Aside from a competitive remuneration package, opportunities for training in Hong Kong or London will be offered.

Please send your application to:

Human Resources Manager
Fitch Ratings (Thailand) Limited
Wave Place 13th Floor, 89 Wireless Road, Lumpini, Pathumwan, Bangkok 10330
Tel. 62 653 4763 Fax. 62 653 4050
Email: careers.phichaready@fitchratings.com



 Kerry Logistics Network Limited

Kerry Siam Seaport is a subsidiary of the Kerry Logistics Network (www.kerrylogistics.com), which operates supply chain and integrated logistics in over 30 countries and 150 cities worldwide. The operations in Thailand include warehouse, logistics center, nationwide distribution and transportation, freight and supply chain management.

Sales & Marketing Manager - Container Terminal

Kerry Siam Seaport (KSSP) is a privately owned operator of a deep-sea terminal, which is located at Au-Udom, Sriracha, Chonburi Province, and is about 125 kms. to the east of Bangkok. The current terminal operations involving 4 conventional berths with an annual throughput of about 4 million tons will be expanded to include another 2 container berths capable of handling one post-paramax container vessel and another container feeder vessel. The container operations will commence from 1st January 2007, making KSSP the largest privately owned multi purpose terminal in Thailand.

KSSP is inviting dynamic and resourceful senior sales and marketing persons to participate with us in this new and exciting enterprise which shall encompass many varying aspects of port logistics management including international connectivity. He or she shall take charge of a sales team to achieve the required volume of containers and vessels to customize the above said container terminal.

The candidates should possess a proven sales and marketing track record in shipping and container business of large international companies and should have worked for at least 5 years in top sales management. Knowledge and experience in container business is essential. A positive minded and high calibre person with entrepreneurial drive and international exposure will be key criteria for selection.

The successful candidate shall be compensated with salary, bonuses and fringe benefits according to skills and experience and be further incentives basis fulfilling minimum KPI's. A career path in port logistics and supply chain management will be ultimate longer term objective for such candidate. He or she shall further develop skills in other aspects of business logistics both in Thailand and within the Kerry Logistics Network. The position is for immediate employment.

Please write and send C.V. (Including expected salary) to
Nuttacha Pinyophab, HR Director
KERRY SIAM SEAPORT LTD.
8th Floor, 804 Chao Phya Tower, 89 So: Wat Suan Plu, New Road, Bangrak, Bangkok 10500
email address: nuttacha.pinyophab@kerrylogistics.com
Tel: 0-2686-8999 Direct Line 0-2686-8921 Mobile 0-59497369
(All applications will be treated as strictly confidential)

Lorenz & Partners

Legal, Tax and Business Consultants

Lorenz & Partners Co., Ltd. is an international legal and consulting firm established in Bangkok since 1995, having offices in Salgon, Hong Kong, Taipei and Berlin. We are specialized in consulting foreign companies in all legal, tax and business issues with respect to their investment in South-East Asia.

For our Legal Department, we are currently looking for a

SENIOR LAWYER

with strong legal and analytical skills and a record of achieving results, as well as a desire for personal involvement, with professional experience. You should have the following Qualifications / Experience:

- 28 years old to 48 years old
- At least 8 years of professional experience at an international law firm as corporate lawyer in Thailand, having detailed experience with all related work such as company set up, work permit, BOI, joint venture agreements etc.
- Able to communicate with foreign clients independently in English (writing and speaking)
- Strong Leadership Skills

Lorenz & Partners provides you with ample opportunities to develop personally and professionally in a dynamic, international environment and offers you a very attractive salary package. If you fulfill all requirements, please send your application, including your expected salary and details on your working experience to:

Lorenz and Partners Co., Ltd.

Attn: Ms. Suthathip Phayoongtham HR Manager

22nd Floor Sathorn City Tower, 175 South Sathorn Rd., Sathorn, Bangkok 10120

e-mail: office@lorenz.co.th

For further information about our company please visit www.lorenz.co.th

UOT

UCM Oil-Tex Threading Ltd. is the subsidiary of UMW Oil and Gas, Malaysia with its head office in Bangkok. Established in Thailand since 1997, we are the oilfield machine shop in Thailand, located in Chonburi and Songkhla, who certified for the ISO 9000 system, API 5CT and AP17. Now our group is on rapid growth and would like to expand more business in Thailand such as the tubular and bi-metal pipe trading, Specialized Saekaphen Coating for heat exchanger, and the drilling rig or hydraulic work over. We are now looking for candidates to fill these challenging positions:

ACCOUNTANT (1 POSITION) BKK office

Reporting to the Deputy General Manager, this position will be responsible for overall accounting activities, which includes general accounting, payroll, taxation, accounting reports, and shipment details and tracking. In addition, will be taking care of some administrative works.

- Thai National, Bachelor's degree in Accounting
- Min. 3 years relevant experience in accounting with knowledge of VAT/tax filing, etc.
- Excellent in PC and desktop computerized accounting software skills
- Good command of spoken and written English

Applicants are invited to send the curriculum vitae with a recent photo to:

Human Resource Department
UCM Oil-Tex Threading Ltd.
 UMW Oil & Gas Building, 4-4/1 Phahonyothln 31 Road,
 Chatuchak, Bangkok 10900
 Tel: 0-2512-5102 Fax: 0-2512-5282
 E-mail: montira_o@uot.co.th

Applications will be treated strictly confidential and only short listed candidates will be contacted.

3. Please put (X) in front of the advertisement that can attract your attention at your first glance the most.



BK Magazine, Bangkok's premier English-language lifestyle magazine, is growing fast. Join us!

ASSISTANT ART DIRECTOR

- o Creative, organized and eager for more responsibility
- o Proactive, hard-working and a team player
- o Able to work flexible hours under pressure, cope with changes and meet tight deadlines
- o Strong layout skills, mastery of graphic design applications including Quark, Photoshop, Illustrator, Freehand
- o Able to work on both Macintosh and PC platforms
- o Good communication skills and command of English
- o Minimum 3 years' experience in graphic design/advertising/publishing or related field

This will help

- o Able to take photographs, both digital and SLR
- o Knowledge of InDesign and Dreamweaver
- o Knowledge of printing and production process

PRESS PRODUCTION SUPERVISOR

- o Minimum 3 years' experience in printing process and production
- o Bachelor's degree in printing technology or related field is an advantage
- o Mastery of all the parts of printing, including pre/post press and color separation
- o Strong computer literacy skills. Working knowledge of InDesign, Photoshop, Illustrator, Quark, PageMaker, Freehand and other design programs
- o Hard working, independent, able to multitask and very organized
- o Able to meet deadlines and work under pressure and irregular hours
- o Good command of English and strong communication skills
- o Motivated and enthusiastic, willing and comfortable learning new technologies
- o Established relationships with printers and color separation companies is an advantage

All candidates should be of Thai nationality with excellent written and spoken Thai and English. Send your resume and a cover letter with salary requirements. Please specify which position you are applying for. Mail: **Personnel, Asia City Publishing (Thailand) Ltd., 22/F, Silom Center Building, 2 Silom Rd., Suraewongso, Bangkok 10500** or e-mail: hrmagazine@asia-city.co.th
Only successful applications will be contacted.



We are a Global Fortune 500 company and is listed on both the Euronext and NASDAQ stock exchanges, we are a multicultural organization serving customers throughout the world. We employ around 61,500 people, subdivided into 13 business units, with operating subsidiaries in more than 80 countries

The successful candidates will be offered a competitive remuneration package such as basic salary commensurate with candidate background, bonus, provident fund, group insurance scheme and etc.

We are offering challenging career opportunities to qualified candidates to fill in the key Position in a Coatings Business located in central part of Thailand. Currently, the vacancies are open for:

Senior Marketing Executive (1 Position)

- o Thai male or female, aged over 30 years
- o Bachelor degree in Chemistry or related field with oversea MBA is preferable
- o Minimum 5 years hand-on experience in commercial aspect
- o Strong English communication and task management skills
- o Outgoing personality with customer service mind
- o Able to travel extensively overseas for business negotiation

Senior Chemist (3 Positions)

- o Thai male or female, aged between 28-33 years
- o Bachelor degree in Chemistry or Industrial Chemistry
- o Minimum 5 years experience in Laboratory works with a year in coatings business
- o Good Command in English
- o Computer literate

Interested candidates please mail your resume stating your qualifications, experience and current or expected salary with recent photograph to:
The HR Manager, Post Class. No.4382 c/o Bangkok Post, Bangkok 10110

Five Star Opportunity

We are seeking dynamic and innovative people to join Plaza Athénée Bangkok, A Royal Méridien Hotel

- Director of Sales
- Marketing and Communications Manager
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- Public Relations Manager

If you feel you would excel in a dynamic environment, with previous hotel experience, excellent verbal & written communication skills in English and practical grasp in IT systems. Please send your resume with a covering letter and recent photo to the following address:

Human Resources Department

Plaza Athénée Bangkok, A Royal Méridien Hotel,
10 Wireless Road, Lumpini, Pathumwan,
Bangkok 10330

Tel: 02 650 8800 Fax: 02 650 8627

Email: recruit@lemeridien-bangkok.com



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Chemical
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 - ◉ Accountable for managing and performing all duties related to accounting function e.g. account closing, taxation, costing (preferable)
 - ◉ At least 3 years working experience in accounting field
 - ◉ Able to prepare accounting report in English (writing and speaking skill are required)
 - ◉ Consolidation of financial statement, financial & accountant reporting
2. **Supervisor** 1 Position (Sriracha, Chonburi)
 - ◉ Male / Female, age over 28 years old up.
 - ◉ At least 2-3 years working experience in Warehouse Processing (Will be an advantage)
3. **Transportation Chief** 1 Position (Map Ta Put, Rayong)
 - ◉ Male / Female, age over 28 years old up.
 - ◉ At least 3 years working experience in related field
 - ◉ Good command of spoken and written English

All positions require :

- ✓ Thai National only, Bachelor's Degree in related field.
- ✓ Good interpersonal relationship and communication skills
- ✓ Ability to work hard, excellent follow-up ability

Interested, please submit resume & photo to:

Human Resources Department Siam Chemical Logistics Co., Ltd. (Bangkok office)
18th Fl., Regent House Bldg., 183 Rajdamri Rd., Lumpini, Pathumwan, Bangkok 10330
Tel. 0-2254-9402, Fax. 0-2255-3822 E-mail : polpop.n@nyklt.co.th

4. Please put (X) in front of the advertisement that can attract your attention at your first glance the most.

We are a new Joint Venture Company between Japanese Trading House and Thai Enterprise incorporated as car distributor to introduce, import and distribute passenger cars manufactured by one of globally major carmaker.

We are now recruiting Managers / Assistant Managers for following key and emergent areas as members of our initial team;

Administration

We are looking for a capable personnel who can take responsibility in Accounting, Personnel and General Affairs areas all by herself / himself in our project office. Personnel who has experienced to set up accounting system and payroll system is highly preferred.

Dealer Development

Personnel who experienced this area for Automotive distributor/assembler is preferable.

Product Engineering

We need personnel to localize assembly auto parts. Personnel who has background of car assembler or auto parts suppliers is required.

Importation

We are looking for a personnel who has experienced in Customs Clearance for auto parts and CKD and knows well about Customs Regulation and Import Duties.

Apart from above mentioned, we are also looking for experienced personnel for following areas essential for automotive distributor:

Institutional

Personnel

Wholesales

Ad. & PR

Service

Quality Control

Finance

General Affairs

Retail Sales

S. Parts Sales

Warranty & Training

Logistics

Accounting

Information Technology

Product Planning

Spare Parts Administration

Purchasing

Interested candidates please send your application letters with resume showing Interesting Position, Current and Expected salary, enclosing a recent photograph with contact details to the address below:

Contact Person: khun Jay

Address: 51/2 Ruamrudee bldg.3 room 401, 4th floor,

Soi Ruamrudee, Ploenchit Road, Lumpini, Patumwan, BKK 10330

Tel: (02) 651 4348 - 9 ext.13 or at e-mail address: personnel.jay@gmail.com



HARROW

INTERNATIONAL SCHOOL

has the following vacancy

Maths / Science Teacher

(Part-time)

The candidates must have:

- The ability to teach Year 7 to IGCSE classes (A-Level Biology an advantage);
- Must possess suitable teaching qualifications and relevant experience;
- Must be native English speakers;
- Experience in a similar position in an international school an advantage.

Applicants should apply in writing with a full CV, a recent photograph and the names and addresses of two referees to:

The Head Master,

Harrow International School

185/45 Soi Kofayuanrajai 7, Sitan Din Muang, Bangkok 10210

Fax: (02) 508 7228

Email: hr@harrow-school.co.th Web: www.harrow-school.co.th

URGENTLY REQUIRED!**Champion Machine Tools (Thailand) Co., Ltd.**

Champion Machine Tools Co has been mainly representing world class from Japanese, Switzerland, USA, Italy, and Taiwanese principals in High Precision CNC Lathe, CNC machining Center, and high quality tools since establishment in 1988.

Over the years, Champion has been developing many companies and branches in order to capture every opportunity to serve our end-users and reach our potential customers. Now we are seeking highly motivated and competent persons to join our team in various positions.

Sales Manager 1 position

- Male or Female, age 30 years or above
- Bachelor Degree or higher in M.E., I.E., Marketing, Sales, or related field
- At least 3-5 years experiences in sales management or related product will be advantage
- Good command of English and proficiency in computer skills
- Good human relation and service-minded
- Own transportation

Sales Executives 5 positions

- Male or Female, age between 21 - 35 years old
- Diploma or higher degree
- Degree in Engineering (M.E., I.E. or related field) will be advantage
- At least 1-2 years experiences in sales or related product
- Fair command of English and proficiency in computer skills
- Own transportation

We offer attractive salary, bonus, commission and incentive, petrol and maintenance allowances plus insurance.

Interested persons, please contact

Ms. Thittakarn Huangsri, **Champion Machine Tools (Thailand) Co., Ltd.**

321/24 Nanglinchee Rd., Chongnonsee, Nanglinchee, Bangkok 10120

Tel: 0-2678-8310 Fax: 0-2287-2816

E-mail: thittakarn@champion.co.th, thitima@champion.co.th

Siam
Chemical
Logistics

URGENTLY REQUIRED

We, Siam Chemical Logistics Co., Ltd., a subsidiary company of Mitsubishi Chemical Logistics Corporation and N.Y.K. Logistics (Thailand) Co., Ltd., are now looking for:

1. Senior Accountant 1 Position (BKK Office)

- Male / Female, age over 28 years old up.
- Accountable for managing and performing all duties related to accounting function e.g. account closing, taxation, costing (preferable)
- At least 3 years working experience in accounting field
- Able to prepare accounting report in English (writing and speaking skill are required)
- Consolidation of financial statement, financial & accountant reporting

3. Transportation Chief 1 Position (Map Ta Put, Rayong)

- Male / Female, age over 28 years old up.
- At least 3 years working experience in related field
- Good command of spoken and written English

2. Supervisor 1 Position (Sriracha, Chonburi)

- Male / Female, age over 28 years old up.
- At least 2-3 years working experience in Warehouse Processing (Will be an advantage)

All positions require :

- ✓ Thai National only, Bachelor's Degree in related field.
- ✓ Good interpersonal relationship and communication skills
- ✓ Ability to work hard, excellent follow-up ability

Interested, please submit resume & photo to:


Human Resources Department Siam Chemical Logistics Co., Ltd. (Bangkok office)

13th Fl., Regent House Bldg., 183 Rajdamri Rd., Lumpini, Pathumwan, Bangkok 10330

Tel. 0-2254-9402, Fax. 0-2255-3922 E-mail : polpop.n@nyklt.co.th

5. Please put (X) in front of the advertisement whose logo can attract your attention (can be more than one).





V.V.P Automobile

V.V.P Automobile is BMW Authorized Dealer in Chiangmai. We are a subsidiary of Viriyah group. We have been running BMW business since 2003. To cope with our business expansion we are seeking the energetic professional to join and build a successful team

Professional candidate needs to be relocated or return home in Chiangmai.

Position	Requirement
- Sales Manager @VVP@VVP	- Service Manager @VVP@VVP
- Bachelor's Degree in any field. - Experience in automobile business is not necessary. - Strong leadership and interpersonal skill. - Target oriented with management skills. - Attention to sales details. - Initiative and problem solving skill. - Independent and self-starter. - Ability to approach premium car segment of customers.	- Bachelor's Degree in engineer or any related field. - Minimum 5 years experience in automotive workshop. - Strong communication skills and customer oriented. - Target oriented with manpower management skill.

Please send your resume and application to **Mr. Prinya Jinna** (Human Resources Officer)
V.V.P Automobile Co.,Ltd. 402 Chiangmai-Lampang Road., 1. Faham A Muang,
 Chiangmai 50000 Tel. no. 0 - 5330 - 6472 to 6 Fax no. 0 - 5330 - 6477
 Email: principal.vvp@dealerbmw.co.th



We are an international Freight Forwarding Company, now looking for a suitably qualified candidate to fill in the following position.

Assistant Air Freight Manager




- Male or Female, age 30 - 40 years
- Bachelor's Degree in any fields
- At least 5 years experiences in airfreight forwarding business
- Excellent command of both spoken and written English with Computer literacy
- Strong leadership/management skills, excellent negotiation and communication skills

Suitable qualified candidates are invited to submit your CV to:

Mr. Prasert Apiwathanapong (e-mail: prasert@hecny.com)
 Direct Line: 0 2678 8754

Hecny Transportation (Thailand) Ltd.
 321/11-12 Nanglinchi Road, Yannawa, Bangkok 10120
 Tel: 0 2678 3790 Fax: 0 2287 2825



Group 4 Securicor

Urgently Required

We are the leading company providing Cash Management in Thailand. As of the rapid growth of Company's Business, we are urgent in need to seek for qualified applicants to fulfil our requirement as of the following position:-


Security Manager

Qualifications:

- ◆ Thai Nationality
- ◆ Bachelor Degree or Master Graduation
- ◆ Proven strong operational and security management experience is an acceptable alternative
- ◆ At least 8 years hands on experience in a similar successful operational role
- ◆ If have working background as ex-military services would be an advantage
- ◆ Proven practical man management skills
- ◆ Evident and applied common sense skills
- ◆ Willing to work under pressure
- ◆ Able to travel in upcountry on regular basis
- ◆ Possession of Valid Driving License
- ◆ Fluent Thai and English skills, both oral and written
- ◆ Computer literate is a must
- ◆ Have knowledge and ability to write report submitted to Operations Director and Regional Operations Director

Interested candidate, please submit application letter, resume, transcript and photograph to:

HR. & Admin. Manager
G4S Cash Services (Thailand) Limited
 96 Moo. 3 Vibhavadee - Rangsit Road, Talad Bangkhen, Laksi, Bangkok 10210
 Tel. 66 2 9736010 ext.327, 460 Fax. 66 2 9736004
 Email : Jiraluk.thongsri@th.g4s.com



UNITED NATIONS

Office on Drugs and Crime

The United Nations Office on Drugs and Crime (UNODC) is seeking a **Project Coordinator** to manage and implement the Project on "Scientific support to strengthen regulatory and law enforcement control of amphetamine-type stimulants and their precursors in East, South and South-East Asia". The type of Contract will be locally recruited, open to all nationalities. (one-year contract renewable). Duty Station is in Bangkok. *For details on qualifications and responsibilities, please visit www.unodc.un.or.th.*

Interested candidates are requested to complete a United Nations Personal History Form (P.11), or to send a detailed curriculum vitae reflecting qualifications, employment records and work experiences, languages, computer skills including personal data (date of birth, nationality, gender) and three references. All applications should be mailed with reference of V42005-ODC-001 by 22 July 2005 to: **UNODC, UN Building, 3rd Fl, B Block, Rajdamnern Nok Avenue, Bangkok 10200**

Due to the anticipated volume of applications only those candidates under serious consideration will be acknowledged.

6. Please rank (1 – 4) according to your priority the advertisements that can attract your attention at your first glance the most.



Five Star Opportunity

We are seeking dynamic and innovative people to join Plaza Athénée Bangkok, A Royal Méridien Hotel

- Director of Sales
- Marketing and Communications Manager
- Sales Manager
- Public Relations Manager


If you feel you would excel in a dynamic environment, with previous hotel experience, excellent verbal & written communication skills in English and practical grasp in IT systems. Please send your resume with a covering letter and recent photo to the following address:

Human Resources Department
 Plaza Athénée Bangkok, A Royal Méridien Hotel,
 10 Wireless Road, Lumpini, Pathumwan,
 Bangkok 10330
 Tel: 02 650 8800 Fax: 02 650 8627
 Email: recruit@lemeridien-bangkok.com



PLAZA ATHENEE BANGKOK
 A ROYAL MERIDIEN HOTEL
www.lemeridien.com/bangkok





HARROW

INTERNATIONAL SCHOOL

has the following vacancy

Maths / Science Teacher

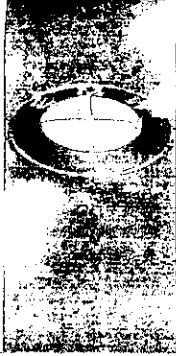
(Part-time)


The candidates must have:

- The ability to teach Year 7 to IGCSE classes (A-Level Biology an advantage);
- Must possess suitable teaching qualifications and relevant experience;
- Must be native English speakers;
- Experience in a similar position in an international school an advantage.

Applicants should apply in writing with a full CV, a recent photograph and the names and addresses of two referees to:

The Head Master
 Harrow International School
 188/48 Soi Kosumruangjai 7, Sitan Don Muang, Bangkok 10210
 Fax: (02) 908 7228
 Email: hr@harrow-school.ac.th Web: www.harrow-school.ac.th






V.V.P Automobile

V.V.P Automobile is BMW Authorized Dealer in Chiangmai. We are a subsidiary of Vriyah group. We have been running BMW business since 2003. To cope with our business expansion we are seeking the energetic professional to join and build a successful team

Professional candidate needs to be relocated or return home in Chiangmai.

Requirements	Qualifications
<p>Position:</p> <p>- Sales Manager</p>	<p>Position:</p> <p>- Service Manager</p>
<p>Qualifications:</p> <ul style="list-style-type: none"> - Bachelor's Degree in any field. - Experience in automobile business is not necessary. - Strong leadership and interpersonal skill. - Target oriented with management skills. - Attention to sales details. - Initiative and problem solving skill. - Independent and reliable. - Ability to approach premium car segment of customers. 	<p>Qualifications:</p> <ul style="list-style-type: none"> - Bachelor's Degree in engineer or any related field. - Minimum 5 years experience in automobile workshop. - Strong communication skills and customer oriented. - Target oriented with manpower management skill.

Please send your resume and application to **Mr. Prinya Jinna** (Human Resources Officer)
V.V.P Automobile Co., Ltd. 402 Chiangmai-Lampang Road., T. Fahara A Muang,
 Chiangmai 50000 Tel. no. 0 - 5330 - 6472 to 6 Fax no. 0 - 5330 - 6477
 Email: pryncplvvp@dealerbmw.co.th



CORPORATE CREDIT ANALYST, ASSOCIATE DIRECTOR

Fitch Ratings (Thailand) Limited, an affiliate of the international credit rating agency, is expanding its business and seeks a credit analyst to join its corporate ratings team. Credit officers, investment bankers or fixed income and equity analysts may apply.

Requirements:

- Thai national;
- A Bachelor's degree in accounting, statistics, finance, economics, science or engineering is required, and a Master's degree is preferred;
- 4-6 years analytical experience, with a background in research or credit analysis;
- Strong quantitative & analytical ability;
- Strong modeling, report writing and communication skills in English;
- Work effectively in a team environment.

Aside from a competitive remuneration package, opportunities for training in Hong Kong or London will be offered.


Please send your application to:

Human Resources Manager
 Fitch Ratings (Thailand) Limited

Wave Place 13th Floor, 55 Wireless Road, Lumpini, Patumwan Bangkok 10330
 Tel. 02 653-4700 Fax. 02 653-4000
 Email: corporate.recruitment@fitchratings.com

7. Please put (X) in front of the advertisements (could be more than 1) that you might ignore reading it.



 BAKER HUGHES	Centrilift
<p>Baker Hughes, a leader in oilfield services, creates value for oil and gas producers by providing practical technology to find, develop, produce and manage petroleum reservoirs. Baker Hughes (Thailand) Co. Ltd. - Centrilift Division; currently has an opening and we invite self-motivated individuals to join our dynamic team at our Bangkok office.</p>	
ACCOUNTANT	
<p>Responsibilities:</p> <ul style="list-style-type: none"> • Record financial transactions in the financial system in compliance with local statutory requirements and internal procedures and policy. • Maintain local Bhl statutory accounts & fixed asset register and inventory subledger. • Produce monthly profit and loss and balance sheet for Thailand legal entity. • Produce balance sheet reconciliations for all Thailand legal entity balance sheet accounts. • Ensure all local invoices are approved prior to submission for payment. Ensure compliance with procedures and company policy. • Raise customer sales Invoices. Expedite customer payments. • Calculation and payment of local business tax, VAT, withholding taxes and employee taxes in compliance with local regulations. • Finance representative of regional physical inventory counts, carry out reconciliation for review and approval. • CSA preparation and for Thailand, Produce weekly revenue key indicator based on customer order backlog. • Initial point of contact for statutory audit, CSA validations and internal audits. • Assist District Manager with preparation of customer quotations/tender submissions. • Raise purchase orders for inventory, goods and services purchased by Thailand legal entity. • Maintain order backlog report for District Manager. • Administrative duties for District Manager, including booking travel, personal expenses coordination. • Ensure controls and processes are in accordance with Centrilift/Baker Hughes policies and procedures and Sarbanes Oxley requirements. • The position holder may be required to undertake other tasks as required periodically by the Region Accountant and District Manager including the administration of ad-hoc projects as they arise. <p>Requirements:</p> <ul style="list-style-type: none"> • Candidate must possess at least a Diploma, Advanced/Higher/Graduate Diploma, Bachelor's Degree, Post Graduate Diploma or Professional Degree in Finance/Accountancy/Banking or equivalent. • At least 4 year(s) of working experience in the related field is required for this position. • Applicants should be Thai citizens and willing to work in Bangkok. • Preferably senior executives specializing in Finance - General/Cost Accounting or equivalent. • To operate in compliance with, and according to, the standards stipulated in the Baker Hughes' Incorporated Code of Conduct • To observe policy and procedures as required by law and BHI company practice • To fulfill the requirements of the position according to the company health, safety and environmental guidelines; promoting safe practices both personally and among others • Good command of written and spoken English & Thai 	
<p>Baker Hughes (Thailand) offers an attractive compensation package commensurate with experience. If you are a Thai National looking to join a leading Multinational Oil & Gas Industry Service Company please send your CV to:-</p>	
<p>HR Department Baker Hughes (Thailand) Co., Ltd. 15th Floor, Q House Asoke, Room 1515, 66 Sukhumvit 21 Road Kwang Klongtoey Nua, Khet Wattana, Bangkok 10110, Thailand Or email : Apply_SEA@Bakerhughes.com Please include an e-mail address and telephone number where you can be reached. Do not apply in person. Only short listed candidates will be notified.</p>	

If you ignore reading this advertisement, please give your supporting reasons by putting (X) in the bracket provided for your answer.

() Because the letter size of body copy is too small

() Because the line space of body copy is too narrow

() Others, please identify _____



INTERNATIONAL FINANCE CORPORATION
 INTERNATIONAL DEVELOPMENT BANK

JOB OPPORTUNITY

IFC-MPDF is a multi donor funded initiative set up by the International Finance Corporation in Vietnam, Cambodia and Laos PDR to reduce poverty through sustainable private sector development. The Facility's primary objective is to assist micro and enterprises solve common operational and management problems and competitive weaknesses in the global economy. IFC-MPDF works through six inter-related programs that seek to improve the business environment, develop the financial sector, improve managerial capacity, and promote sustainable business practices in those sectors that are central to economic growth and poverty reduction – tourism, handicrafts, and garments. IFC-MPDF's donors are the Asian Development Bank, Australia, Canada, Finland, IFC, Iceland, Japan, New Zealand, the Netherlands, Norway, Sweden, Switzerland and the United Kingdom.

The Business-Enabling Environment (BEE) Program of IFC-MPDF seeks to improve the institutional, legal, and regulatory environment in which businesses operate. Activities of the program include:

- providing technical and other assistance to government to aid in developing private sector legislation, policies and procedures;
- facilitating dialogue among stakeholders through government-private sector forums and other means;
- conducting applied research on private sector issues;
- making research findings and other relevant information widely available in national languages and English through publications, seminars and the mass media;
- developing the capacity of business associations in targeted sectors (finance, tourism, garment business and garment) to advocate effectively for their members;
- promoting good corporate citizenship.

The program addresses issues that are priorities for government, the business community and MPDF's donors and seeks to build capacity and maximize outreach by working through government counterparts, business associations and the mass media.

IFC-MPDF is looking to recruit a **Private Sector Development Specialist** for Laos PDR and Cambodia, based in Vientiane, Laos PDR. The incumbent will also be Head of Office of the IFC-MPDF Vientiane office.

Candidates should possess the following:

- Advanced degree in international development, law, economics, public policy, business or related field
 - Significant (10+ years) of relevant working experience in private sector development focusing on BEE, micro and SMEs.

- A proven track record of leading projects and human resources management.

- Excellent verbal and written communication skills, as demonstrated through track record of qualitative and quantitative research.
 - Strong interpersonal skills and demonstrated capacity to network and work with a wide range of stakeholders within and outside MPDF, the World Bank group, including businesses, international organizations, business support institutions including business associations and training entities, and government.
 - Relevant experience in the Mekong region is preferred.

- Excellent communication and writing skills in English; other language ability (Laotian, Thai, French, Khmer) is an asset.

- Salary and benefits are competitive.

For relevant terms of reference (TOR) are available in the *Opportunities & Jobs* section of the MPDF website (www.ifc.org) by email from the link below. Interested candidates should send a cover letter and CV by 25 February 2010 to:

Ms. Phan Phuong Hien
Mekong Private Sector Development Facility
Room 301-303, 63 Ly Thai To, Hanoi, Vietnam
Fax: 84 4 824 7898; Email: phien@ifc.org

All materials will be handled in the strictest confidence. Only short-listed candidates will be contacted for an interview. No return of applications and no telephone calls please.

If you ignore reading this advertisement, please give your supporting reasons by putting (X) in the bracket that represents your answer.

- () Because the letter size of body copy is too small
- () Because the line space of body copy is too narrow
- () Others, please identify _____



GE Consumer & Industrial

If you've got the ideas,
we've got the company.

GE Consumer & Industrial is a business unit of General Electric, USA. General Electric, or GE, is the world's largest diversified manufacturing, technology and services company, with USD\$14 billion in revenues. GE Consumer & Industrial spans the globe as an industry leader in major appliance, lighting and integrated industrial equipment systems and services. GE values people who are challenged by change, globalization and excellence. To help us achieve continued growth in Asia Pacific, we invite you to join us as:

FINANCE MANAGER

Lead finance team with full spectrum of financial responsibilities including statutory reporting (Local & US GAAP), taxation, working capital management, process improvement, cost management, budgeting, forecasting, financial and management analysis and reporting.

- Thai nationality, Bachelor's degree in Accounting or equivalent professional qualification
- At least 6 years of post-qualification hands-on experience, gained in a progressive MNC, with recent years in a managerial capacity
- Fluency in written and spoken English
- Good communication, interpersonal and leadership skills
- Strong analytical skills, proficiency in tax and regulatory issues
- Ability to work with accounting software packages and working knowledge of Microsoft Office

SALES MANAGER - Lighting

Manage existing key distributors to achieve sales target and market share growth. Develop new distributors and identify and secure new business growth opportunities. Expand GE brand and sales channel.

- Electrical Engineering graduate or equivalent experience
- At least 2 years experience in a managerial role leading an outside sales team
- Experience in sales of consumer and commercial product lines
- Fluent in written and oral English communication
- Experience in lighting/lamp products preferred
- Creative, motivated individual with aggressive selling and negotiation skills

ACCOUNT MANAGER - Lighting

Responsible for covering key accounts of low lighting products. Maintain and grow existing client base. Gain comprehensive understanding of competition in assigned sales territory. Customer site visits. Assist the Sales Manager to expand GE brand and market share.

- BS/BA degree or equivalent work experience
- At least 2 years outside sales experience or equivalent training or experience in consumer and commercial products preferred
- Skills in developing long-term customer relationships and teamwork
- Excellent ability to multi-task and manage personal productivity

ACCOUNT MANAGER - Specialty/Auto Lamps

Responsible for covering key accounts for specialty lamp products. Develop new distributors to include OEM's. Assist the Technical Lighting Leader to expand GE brand and market share.

- Electrical Engineering graduate or related fields
- At least 2 years Specialty and Auto/OEM lamps sales experience preferred

Interested applicants are invited to send detailed resume quoting the reference number in the subject line of your e-mail message before July 31, 2006 to:

Human Resources Department
General Electric International Operations Co., Inc
E-mail: amjira.saraeam@geasn.ge.com

Only shortlisted candidates will be notified.



GE Imagination at work

GE is an Equal Opportunity Employer

If you ignore reading this advertisement, please give your supporting reasons by putting (X) in the bracket that represents your answer.

() Because the letter size of body copy is too small

() Because the line space of body copy is too narrow

() Others, please identify _____



Kerry Logistics Network Limited

Kerry Siam Seaport is a subsidiary of the Kerry Logistics Network (www.kerrylogistics.com), which operates supply chain and integrated logistics in over 30 countries and 150 cities worldwide. The operations in Thailand include warehouse, logistics center, nationwide distribution and transportation, freight and supply chain management.

Sales & Marketing Manager - Container Terminal

Kerry Siam Seaport (KSSP) is a privately owned operator of a deep-sea terminal, which is located at Au-Udom, Sriracha, Chonburi Province, and is about 125 kms. to the east of Bangkok. The current terminal operations involving 4 conventional berths with an annual throughput of about 4 million tons will be expanded to include another 2 container berths capable of handling one post-paramax container vessel and another container feeder vessel. The container operations will commence from 1st January 2007, making KSSP the largest privately owned multi purpose terminal in Thailand.

KSSP is inviting dynamic and resourceful senior sales and marketing persons to participate with us in this new and exciting enterprise which shall encompass many varying aspects of port logistics management including international connectivity. He or she shall take charge of a sales team to achieve the required volume of containers and vessels to customize the above said container terminal.

The candidates should possess a proven sales and marketing track record in shipping and container business of large international companies and should have worked for at least 5 years in top sales management. Knowledge and experience in container business is essential. A positive minded and high calibre person with entrepreneurial drive and international exposure will be key criteria for selection.

The successful candidate shall be compensated with salary, bonuses and fringe benefits according to skills and experience and be further incentives basis fulfilling minimum KPI's. A career path in port logistics and supply chain management will be ultimate longer term objective for such candidate. He or she shall further develop skills in other aspects of business logistics both in Thailand and within the Kerry Logistics Network. The position is for immediate employment.

Please write and send C.V. (including expected salary) to
Nuttacha Pinyophab, HR Director
KERRY SIAM SEAPORT LTD.
 8th Floor, 804 Chao Phya Tower, 89 Soi Wat Suan Piu, New Road, Bangkok, Bangkok 10500
 email address: nuttacha.pinyophab@kerrylogistics.com
 Tel: 0-2686-8999 Direct Line 0-2686-8921 Mobile 0-59497369
 (All applications will be treated as strictly confidential)

If you ignore reading this advertisement, please give your supporting reasons by putting (X) in the bracket that represents your answer.

- () Because the letter size of body copy is too small
- () Because the line space of body copy is too narrow
- () Others, please identify _____
-

Part III: Information or Features That Should Be Contained in Small-Sized

(Limited Space) Recruitment Advertising

Please put (X) in the selected column below to classify the important level of the information or features listed that you think should be included in the small-sized recruitment advertising.

Items	Information / Features	Level of Importance				
		Very Important	Important	Fair	Slightly Important	Unimportant
1	Understand job title					
2	Detailed job description					
3	Salary					
4	Office Location					
5	An overview of the organization					
6	Company Name					
7	Company Logo					
8	Company Slogan					
9	Training scheme					
10	Statements such as career development, job satisfaction					

Items	Features	Level of Importance				
		Very important	Important	Fair	Slightly Important	Unimportant
11	Website and telephone number of organization where applicants can get full details of the organization and the vacant position					
12	Procedure needed (How to apply?, Application deadline, Contact details)					
13	Detailed specification and attributes of the ideal candidate					
14	Fringe benefits such as provident fund, medical care, bonus, company car etc.					
15	Traveling					

Part IV: Information or Features That Could Motivate Employees to Apply for the Vacant Position

Please put (X) in the selected column below to classify the information or features by the important level so as to find out information or features that could motivate you to apply for the vacant position offered.

Items	Features	Level of Importance				
		Very Important	Important	Fair	Slightly Important	Unimportant
1	Understand job title					
2	Detailed job description					
3	Salary					
4	Office Location					
5	An overview of the organization					
6	Company Name					
7	Company Logo					
8	Company Slogan					
9	Training scheme					
10	Statements such as career development, job satisfaction.					

Items	Features	Level of Importance				
		Very important	Important	Fair	Slightly Important	Unimportant
11	Website and telephone number of organization where applicants can get full details of the organization and the vacant position					
12	Procedure needed (How to apply?, Application deadline, Contact details)					
13	Detailed specification and attributes of the ideal candidate					
14	Fringe benefits such as provident fund, medical care, bonus, company car etc.					
15	Traveling					

.....

VITAE

VITAE

Name: Mr. Weerasak Phathanasukphan

Date of Birth: November 05, 1964

Place of Birth: Satoon

Address: 81/196 Crystal Townhome, Rattana-tibet Road, Saima Sub-district,
Muang District, Nontaburi 11000

Office: NEC Corporation (Thailand) Ltd.
24th Floor Serm-mit Tower, 159 Sukhumvit 21 Road, Klongtoey Nua,
Wattana, Bangkok 10110

Education Background

2007	Master of Arts (Business English for International Communication), Department of Western Languages, Srinakharinwirot University
1987	Bachelor of Science (Electrical Engineering), Prince of Songkhla University
1983	Mahavachiravudh School, Songkhla