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CASE STUDY

Achievement Based Compensation System
Khon Kaen University Printing House

by

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The factors that affect a high-performance organization

1. Aim/Purpose

1.1 The case study uses for the Advance theory of management course and related.
1.2 It used for bachelor, master, and doctoral class

2. Context

The case study is the situation that the organization should adopt to survive under the pressure of the recession of the printing industry. In this circumstance, many printing firms were disappeared because they could not be run. The case study firm manager implemented a differentiation strategy and used many tools to drive the organization's survival and growth.

3. Anticipated outcomes

(1) Learners have discovered theory for describing the case study organization change phenomenon.
(2) Learners have to learn related deep theories. They understand and can integrate related approaches to analyze the organizational change phenomenon.