

Sasithorn Pimsen. (2004). *Psycho-social factors relating to intention to avoid conflict of interest of nurses at one hospital in Bangkok*. Master thesis, M.Sc. (Applied Behavioral Science Research). Bangkok : Graduate School, Srinakharinwirot University.
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This purposes of this research are : 1). to study types of conflict of interest of nurses. ; 2). to study the relationship between direct attitude toward avoidance of conflict of interest ,direct subjective norm ,direct perceived behavioral control and intention to avoid conflict of interest of nurses; 3). to study the relationship between direct and indirect attitude toward avoidance of conflict of interest, direct and indirect subjective norm ,direct and indirect perceived behavioral control 4).to find the predictive variables of the intention to avoid conflict of interest of nurses .

The sample in this study consisted of 202 nurses , with experience 5 years or more at one hospital in Bangkok select by stratified random sampling. The measuring instrument used for collecting data comprise 11 set of questionnaires on direct attitude toward avoidance of conflict of interest, the belief on effects of avoidance of conflict of interest, evaluation of avoidance of conflict of interest, direct subjective norm , the belief of subjective norm, motivation to comply with subjective norm, direct perceived behavioral control, control beliefs, received power of control factors, moral obligation of avoidance conflict of interest and intention to avoid conflict of interest. Data acquired from this study was analyzed by using t-test , Pearson product correlation, multiple regression by enter method.

The major results indicated the following

1. Direct attitude toward avoidance of conflict of interest was positively significantly correlated to intention to avoid conflict of interest at $p < .01$ ($r = .208$)
2. Direct subjective norm was positively significantly correlated with intention to avoid conflict of interest at $p < .01$ ($r = .199$)
3. Direct perceived behavioral control was positively significantly correlated with intention to avoid conflict of interest at $p < .01$ ($r = .315$)

4. Direct attitude toward avoidance of conflict of interest was positively significantly correlated with indirect attitude toward avoidance of conflict of interest at $p < .01$ ($r = .455$)

5. Direct subjective norm was positively significantly correlated with indirect subjective norm at $p < .01$ ($r = .367$)

6. Direct perceived behavioral control was positively significantly correlated with indirect perceived behavioral control at $p < .01$ ($r = .219$)

7. Direct attitude toward avoidance of conflict of interest, direct subjective norm, direct perceived behavioral control and moral obligation could jointly and significantly predict intention to avoid conflict of interest by 16.2 percent, at $p < .01$ with influence of direct perceived behavioral control and moral obligation of statistic significance.

In analyzing 3 types of single behavior found direct attitude toward to avoid conflict of interest, direct subjective norm, direct perceived behavioral control and moral obligation could predict all 3 types of behavioral intention, but with different levels of importance as follows.

1. Direct perceived behavioral control and moral obligation jointly and significantly predict intention to avoid getting pass line doctor examination for nurses or relative with no severe signs of disease, at a statistic significance of $p < .001$. By which moral obligation has higher influence than direct perceived behavioral control.

2. Only direct subjective norm could predict intention to avoid doing special jobs that reduce efficiency of work performance, at a statistic significance of $p < .01$

3. Direct attitude toward behavioral, direct subjective norm and direct perceived behavioral control jointly predict intention to avoid buying drug for relative under nurse's name, at a statistic sinificance of $p < .05$ and $p < .01$ respectively ;with highest influence from direct subjective norm, followed by direct perceived behavioral control and direct attitude toward behavioral, respectively.