

**Mobile Instant Messaging (MIM) Application and Organization  
Communication: A Study in Thailand Based on Managers' Perspective**

Tanaporn Tarin Siratanapanta

**Abstract**

This research investigates the increasing use of Mobile Instant Messaging (MIM) application in the workplace in Thailand from the manager's perspective using the qualitative interview method. It is found that most popular MIM application with the most active users in Thailand is LINE. Nowadays LINE has become another communication media used widely in business organizations. The study shows the use of LINE for work by fifteen managers in five different business organizations in Bangkok, Thailand. The findings suggest that MIM communication among the team members is useful for leaders. It has become a standard of communication in organization as it is adopted and used by the managers to send different kinds of messages for various managing purposes, despite some disadvantages.

*Keywords:* Leadership, Organizational Communication, Mobile Instant Messenger (MIM) application,