



Competitiveness, globalization and technology development in Thai firms

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Abstract

Purpose – The purpose of this paper is to identify the influence of competitiveness, strategic direction (SD), and competencies on the level of globalization and technology development in Thai firms from the executive perspective.

Design/methodology/approach – A pilot survey of 64 respondents in executive MBA programs was employed to identify the strategic factors that influence globalization and technology development.

Findings – The analysis specified important factors linked to SD, strategic management competencies, and global actions related to globalization performance and technology development. To achieve a better global performance and business development, Thai companies should adopt global standards, select potential international partners, use cross-national projects, and focus more on the level of globalization of their operations. Top managers in strategy or business operations in high-performing firms perceive a significantly higher globalization performance and technology development.

Research limitations/implications – The survey was limited to the perceptions of executive participants in Thailand using a survey only in English.

Practical implications – Thai executives need more effective strategic approaches to compete in the global marketplace and to determine the appropriate strategies to achieve a global level of performance and increased technology competence.

Originality/value – The paper shows that the strategic competencies and global competencies of executives play a significant role in firms' level of global performance and technology development. These competencies support effective strategies to improve the competitiveness of Thai companies on a global level.

Keywords Thailand, Globalization, Technology led strategy, Business development, Management skills

Paper type Research paper

Introduction

In recent years, the competitiveness of Thailand has been stagnating or declining. According to the World Economic Forum's (2008) Global Competitiveness Index, Thailand is ranked 34th of 134 countries assessed. This decline is related to low competitiveness in innovation (ranked 64th) and limitations in management (ranked 89th). For overall globalization, Thailand scored 87.10 (Swiss Economic Institute, 2008). AT Kearney ranked Thailand's globalization 53rd, a decline of nine places compared to 2005. For both competitiveness and globalization, Thailand's position is weakening.

In globalization, capital and labor mobility have increased economic and market interdependence among countries. It also has linked world production in supply chains

