Challenges and Limitations of Driving Innovation in Thai SMEs

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Abstract:

The research explores the challenges and limitations of driving innovation in Thai SMEs. The information and data are studied and gathered through the literature review and the series of interview with the top management of leading SMEs that received the grant support from the National Innovation Agency (NIA). The result of this study concludes that the barriers affecting the development of innovation in Thai SMEs consist of 1) insufficient government support 2) high innovation development and R&D costs and 3) difficult access to financial resources.

Keywords: -
Abstract:

Macca Pad is an innovative product for alleviating menstrual cramps during a woman’s menstrual period. We apply charcoal powder from macadamia shells as an active material. The macadamia powder after burning at appropriate temperature and pressure and grinding can effectively release Far-Infrared Ray (FIR) underneath skin cells. It can stimulate blood flow in uterus and reduce blood fanatic around the uterus, which is a cause of period pains. The product passed safety tests and has been confirmed by trusted academic research. Macca Pad can substitute available over-the-counter medications which reduce cramping in the uterus. It is ready to market and will be priced at thirty five baht per piece.
Market Makers in Agricultural Futures Exchange of Thailand (AFET): A Simulated Study

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Abstract:

This study intends to reveal impacts of market makers in enhancing liquidity in the Agricultural Futures Exchange of Thailand (AFET). Simulation based on estimated results of VARs models of return, trading volume, and bid-ask spread are employed to determine the values of these three variables in two different scenarios (with and without market makers). Then, analysis of the impacts assuming snowball effects occur are performed by separating the data into two sub-periods, bull and bear market. The results indicate that market makers can help improving liquidity of the AFET. As a result, market makers should be considered as one of the policies in stimulating liquidity of AFET, which can also help improving efficiency of the market. Then, AFET can effectively serve as alternative channel for farmers and agriculture products traders to hedge their risk from agriculture price volatility, as well as, an alternative investment market for investors.

Keywords: -
Marketing Strategy for International Service Department in Banking

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Abstract: This research was conducted with the aim of examining customers’ satisfaction after using the services provided by International Trade Service Department of one commercial bank in Thailand during 1st of June to 31st August 2013. Additionally, the research included the study of an effectiveness of 7Ps and obstacles occurring during the services provided by the bank. The research applied a quantitative research methodology via the use of a questionnaire given to a simple random sampling group. Quantitative data were analyzed by various quantities and techniques including mean, standard deviation, independent sample T-test, and one-way ANOVA with hundred-percent response rate. The analysis revealed that there was a high satisfaction in terms of overall performance of services provided by the Department. The highest satisfaction rate was “image”; this was followed in descending order by “services provider”, “service process”, and “marketing campaign”. However, those other factors including gender, age, business type, service process period, and service offered by the Department did not have any impact on the customers’ satisfaction. The most important aspect of this research is that it could help a company to develop and improve its services to be more effective in response to customers requirements, which should eventually lead to a higher satisfaction in a long run.

Keywords: -
The Attitude of Myanma Labor in Samut-Prakarn Province towards the Quality of life

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Abstract:

The objective of this research were: 1) to study the attitude of Myanma labor in Samut-Prakarn Province towards quality of life in 7 dimensions, which include human physical, mindset, family, workplace, economy, social, and environment. 2) to study the requirement of quality of life improvement. 3) to compare the attitude of Myanma labor towards quality of life. This research had been executed by studying in both quantitative and qualitative approaches. There were 2 groups of population which were 1) the group of Myanmar labor and 2) the group of Public officer and Thai people who lived in Samut-Prakarn Province. In gathering data, 400 number of sample from Group1 had been collected data by designed questionnaire for approach and other 13 number of sample had been interviewed and focus group executed for qualitative approach. Not only that, 5 key informants from group 2 had been interviewed for qualitative approach. Then, the data were analyzed by descriptive and inferential statistic for quantitative method and content analyzing for qualitative method.

The research found that 1) the sample group had attitude towards quality of life at level medium for almost all dimensions, which include human physical, mindset, family, workplace, social, and environment, but the attitude in economic dimension was found at low level. 2) the dimension of quality of life that most required to be developed was economy then, follow with the dimensions of family, working, social, human physical and mindset, respectively. 3) Comparing the different of attitude of the sample group towards quality of life, this research found that the sample group with different gender, income, occupation, marital status, period of working in Thailand, and the condition of with/without work permit had different attitude towards the quality of life, significantly. Meanwhile, the sample group with different age had no different attitude towards quality of life.

The recommendations from this research had provided that the employer should fairly hire the employees and conformed with the law, and the public sector should monitor the consumer goods to not over price. Considering the quality of life in economic dimension that was evaluated by the sample group to be in the lowest level and therefore, needed to be develop most, had involved with the factors of working in Thailand period and the Kingdom with a work permit. The public sector should take care and issue work permit with more convenience and faster.
Keywords: Attitude, Quality of life, Myanmar Labor