

An Outsourcing System Model for the Thai Electrical Appliances Industry

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Abstract : The purpose of this paper was to find an appropriate outsourcing system model for the Thai electrical appliances industry. The objective was to increase competitive capability of the industry with an outsourcing system. The population for this study was the staff in the selected 10 companies in Thai electrical appliances industry located in Bangkok and the eastern part of Thailand. Data collecting techniques included in-depth interviews, focus group and storytelling techniques. The data was collected from 5 key informants from each company, making a total of 50 informants. The findings revealed that an outsourcing model would consist of important factors including outsourcing system, labor flexibility, capability of business process, manpower management efficiency, cost reduction, business risk elimination, core competency and competitiveness. Different suggestions were made as well in this research paper.

Keywords : outsourcing system, model, Thailand, electrical appliances industry

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