

The Factors Affecting the Operations of the Industrial Enterprises of Cassava in the Northeast of Thailand

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Abstract : This research aims to study factors that affected the operations of the cassava industrial enterprises in northeast of Thailand. Hypothesis was tested by regress analysis and also the analysis in order to determine the relationship between variables with Pearson correlation and show a class action in cassava process including the owner of business executives and supervisors. The research samples were 400 people in northeast region of Thailand. The research results revealed that success of entrepreneurs related to transformation leadership and knowledge management in a positive way at statistical significance level of 0.01 and respondents also emphasized on the importance of transformational leadership factors. The individual and the use of intelligence affect the success of entrepreneurs in cassava industry at statistical significance level of 0.05. The qualitative data were also collected by interviewing with operational level staff, supervisors, executives, and enterprise owners in the northeast of Thailand. The result was found that knowledge management was important in their business operations. Personnel in the organizations should learn from working experience, develop their skills, and increase knowledge from education.

Keywords : transformational leadership, knowledge management (KM), cassava, northeast of Thailand, industrial

Conference Title : ICBE 2015 : International Conference on Business and Economics

Conference Location : Venice, Italy

Conference Dates : November 09-10, 2015