

The Outsourcing System and Competitiveness Enhancement in the Thai Electricity and Electronic Industries

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Abstract : This paper aims to find out level of influences of factors that affected core competency and competitiveness of Thai electricity and electronics, and to identify factors that affected core competency and competitiveness of Thai electricity and electronics. Using systematic random sampling technique, the samples of this study were 400 employees in the selected 10 medium enterprises in the electricity and electronic industries of Thailand that applied an outsourcing system. All selected companies were located in Bangkok and the eastern part of Thailand. Interviews were also utilized with managing directors. Qualitative and quantitative approaches were both applied. Questionnaires were employed in data collection, whereas in-depth interviews and focus groups were used with key informants in management. The findings unveiled a high level of influence of the outsourcing system on labor flexibility, manpower management efficiency, capability of business processes, cost reduction, business risk elimination and core competency. These factors were found to have a relationship with business core competency for competitiveness in the Thai electricity and electronic industry. Suggestions of this paper were also presented.

Keywords : competitiveness, core competency, outsourcing, Thai electricity and electronic industry

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