

عنوان مقاله:

Technology Upgrading in Global Value Chain: Thai Experiences

محل انتشار:

هفتمین کنفرانس بین المللی مدیریت فناوری و چهاردهمین کنفرانس بین المللی آسیالیکس (سال: 1396)

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خلاصه مقاله:

Thailand faced financial crisis in 1997. Both financial and real sectors were seriously affected. Many firms in labour-intensive sectors, where Thailand used to have competitive advantage such as garments, textile, shoe, disappeared or had to restructure. Nonetheless, the crisis can also be seen as a blessing in disguise. After the crisis, transnational corporation and large domestic firms, in general, started to invest more in R&D. Several SMEs that survived the crisis emerged much stronger and paid more attention to technological development. There was also emergence of new start-up firms with high engineering, design and R&D capabilities. This paper will highlight changes after the crisis in three leading industrial sectors: electronics, automotive and frozen seafood industry. In electronics industry, there are not many capable firms in the upstream segment like semiconductors. Nevertheless, transnational corporations in segment like hard disk drive began to invest in process R&D and collaborate more with local suppliers, universities and public research institutes in human resource and technological development. In automotive industry, several Japanese auto manufacturers such as Toyota, Honda, Nissan, Isuzu set up R&D/Technical centers in Thailand since 2000s. This prompted Japanese and local parts suppliers to also invest more in engineering, design and development activities. Some local universities also offer engineering programs specifically targeting the automotive industry. In frozen seafood industry, several Thai firms have developed new ready-to-eat products, own brands and international distribution networks. They started to become transnational corporations investing in both developing and developed countries.

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