

Woraporn Kaewmuangmoon 2009: Factors Influencing the ERP: SAP Implementation in Thailand. Master of Accountancy, Major Field: Accounting, Department of Accounting. Thesis Advisor: Mrs. Voraphan Raungpaka, Ph.D. 109 pages.

The objective of this research was to study the factors influencing the ERP: SAP implementation in Thailand for planning and managing an ERP project.

The sample was the staff of companies that have been implemented the ERP: SAP in Thailand; totaling 127 users. The research tool was a questionnaire. Data were analyzed and presented in the form of percentage, mean, and standard deviation. The hypotheses were tested by Logistic Regression Analysis at the statistical significance level of .05.

The study found that the factors influencing the ERP: SAP implementation were correlated to behavioral intention of ERP: SAP system: performance expectancy, effort expectancy, attitude toward the technology, self-efficacy, anxiety, and communication. Behavioral intention of ERP: SAP system was not correlated to use behavior of ERP: SAP system. Suggestions of the way to recognize factors for suitability planning and designing the ERP project management, are to use the information for effective decision-making by the director and get the best out of return on investment.

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Thesis Advisor's signature

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