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KANOKWAN BOOKSABOKKEAW : TECHNOLOGY TRANSFER IN THE AUTOMOBILE ASSEMBLY : A CASE STUDY OF JAPANESE AND GERMAN FIRMS.

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The purpose of the thesis is to study the way in which technology is transferred, cost incurred in having technology transfer, calibre of thai personnel and their potentiality in technological capabilities after having technology transfer. The study is done by comparing Japanese firms with German firms totally 6 of which four are Japanese and two are German. Information for the study was based mainly on visits and interviews of managerial staff and other staff of each company.

It was found that technology used in both Japanese and German firms came almost totally from their parent companies. Technology transfer is done through contractual arrangement with royalty payment in terms of lump-sum or running royalty at 3 percent of net sale. The form of transfer is mainly in terms of trade mark agreement set by the parent companies and their joint ventures in Thailand. There are some tied-in clauses in the agreement and the common ones are export restriction, non exclusive, the limitation in technology development and obligation to technology improvement, especially in the Japanese firms. These cause the firms to pay more.

The technology transfer in both Japanese and German firms are similar. They are transferred by company's experts and consultants. Technology being transferred is in intermediate level, using relatively more capital and less labor. Japanese firms emphasize more on training where as German firms emphasize manual in technology transfer. The problem of technology transfer found both in Japanese and German firms is language and transferees insufficient know-how in high technology. Capabilities in technology development by research and development in Japanese firms are in terms of product and process development for the purpose of cost decrease and product improvement. Research and development expenditure is estimated to be about 0.1 percent of net sale in Japanese firms. The problem of research and development found is that they can not purchase equipment to fulfill the need of R&D activities.

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