

Thesis Title	A Study of Technology Transfer Model of Electronics Industries.
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Abstract

The objectives of this research were to study the technology transfer model of electronics industries classified by the duration of time for running the business, the number of staff, the amount of capital investment, the investment supporting offices, the cooperation with the foreign countries and the types of electronics industries. The sample used in this research consisted of 3 types of entrepreneurs, managers, or supervisors of the electronics industries. They were as follows : 17 consumer products, 10 industrial equipment and 23 component and devices industries totaled 50. The instruments for data collection were a questionnaire and a structured - interview form. The data collected were analyzed by using Percentage (%) and Content Analysis.

The results of the research were as follows :

1) It was found that the industrial philosophy aimed at the standard and the quality of products and the clients' pleasure. Then, most of industries proceeded over 10 years, having more than 100 staff, joint venture with 10 million baht capital investment registered and were supported by the private sector in Thailand. The joint venture country was Japan and the proportion of the investment was 90 %. The industries that were supported by BOI, had 100 million baht capital investment registered. The type of electronics industry was component and devices.

2) The technology transfer model of electronics industries would be as follows :

2.1 The importance of technology transfer for electronics industries would be the process of bringing in the new technology into the industries which took place when

getting the problems of process and the change of technology . The objective and its significance would be to increase the quality of production . The new technology could be acquired through the joint venture from foreign country. The method for transferring technology would be training with real objects . The evaluation after transferring technology could be production observation . The obstacle of technology transfer was the inadequacy of trainee's basic knowledge .

2.2 The contract or lease of technology was discussed in order to improve the products. The problem of contract or leasing of technology was that there were no other choices for the industries since the one who sold the technology was the same one as joint venture and they couldn't use its name for marketing. However, the service after contracting or leasing was technical assistance.

2.3 According to the industrial organization development, it was found that more computers would be acquired in the future in order to increase the efficiency of production. The method of developing technology was to send their staff to study and visits both inside and outside the country. What's more, the industrial needs from the government were to help disseminate the information concerning the new technology location.

3) When the electronics industries were classified by the duration of time for running the business, the number of staff, the amount of capital investment registered, the investment supporting offices, the cooperation with the foreign countries and the types of electronics industries, it was found that the model of technology transfer of electronics industries were different from overall industries as follows : the reasons for taking technology as well as getting or not getting the services after contracting or leasing technology. The industries which were most different from overall were the ones supported by the outside country, or the private sector in Thailand, and had 100 million baht capital investment registered.

Keywords : Industrial Technology Transfer / Contracting / Leasing/ The Organization
Development / Electronics Industries