

Thesis Title	A Study of Technology Transfer Model of Automotive Parts Industries.
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### Abstract

The objectives of this research were to study the general conditions, model and characteristic of industrial technology transfer of automotive parts production 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 automotive parts. The sample of this research composed of 6 types of entrepreneurs or production managers or personnel managers or engineers and/or foremen of the automotive parts industries which were as follows: 9 motor parts industries, 12 electrical accessories and parts industries, 9 gear, motive system and steering wheel system industries, 27 auto-body, tire and battery industries, 20 special accessories and sound instruments industries, 20 air-conditioned industries and 3 added competence equipment industries totaled of 80. The instruments for data collection were a questionnaire and an interview form. The statistics of data collected were analyzed by using Percentage (%) and Content Analysis.

The results of the research were as follows:

- 1) According to the general conditions of automotive part production industries, it was found that their general industrial philosophy aimed at the client service and the quality of products. Then, most of industries proceeded over 25 years, had 200-400 staff, joint venture with 50 million baht capital investment registered and were supported by the private sector in Thailand. The joint venture from foreign countries was Germany, the proportion of the investment was 49.17 %. The industries

that were supported by BOI, had 50 million baht capital investment registered. The types of automotive parts that were mostly produced were auto-body, tire and battery.

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

2.1 According to the importance of technology transfer for automotive parts industries, it would be concerned with the process of bringing in the new technology into the industries which took place when getting the new order. The objective and its significance would be to increase the quantity and quality of production. The advantage was to solve the production problems. The new technology could be acquired through the payment for the process of production, from the distributing agents in the country and from the joint venture outside the 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 inadequate of trainee's basic knowledge.

2.2 When the contract or lease of technology are discussed. It would be concerned with the cause of making contract which was to improve the industries' organization and their products. The problems of the contracts were that the industries had to purchase the machines, the raw materials and the accessories from the contractors which cost them higher than the others and they didn't get good service in marketing after contracting or leasing. After all, the service after acquiring new technology would be the staff training done by the foreigners.

2.3 According to the industrial organization development especially on the trend of acquiring the technology and the method of developing the technology, it was found that in the future time the purpose of acquiring the technology was to improve their production effectively by sending their staff to study visits both inside and outside the country. The industrial needs from the government were to help them train their employees and skilled workers.

3) When the industries were 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 automotive parts.

It was found that the model and the characteristic of technology transfer of automotive parts production were different from the overall industries .

**Keywords : Industrial Technology Transfer / Contracting / Leasing/ The Organization Development/ Automotive Parts Industries**