

Kulwadee Bumrunghet 2013: Successful Firm Characteristics Guidance for New Thailand Quality Award Applicants: Lesson Learned from Southeast Asia Past winners. Master of Engineering (Industrial Engineering), Major Field: Industrial Engineering, Department of Industrial Engineering. Thesis Advisor: Associate Professor Kongkiti Phusavat, Ph.D. 103 pages.

This thesis aims to provide the primary roadmap to success TQA and also investigate the successful firm characteristics of Thailand Quality Award (TQA) past winners to represent the guidance for new Thailand Quality Award (TQA) applicants that desire to achieve this award.

The data were collected from the past winners in the past until year 2012 throughout Southeast Asia which those countries have adopted their National Quality Award criteria from Malcolm Baldrige National Quality Award (MBNQA) of the U.S.A. as same as Thailand Quality Award. The data of past winners were gathered from six countries which were Thailand, Singapore, Malaysia, Vietnam, Indonesia, and Philippines. There were totally sixty past winner representatives for statistical analyzing. There were nine hypotheses prepared for investigation and analyze the common firm characteristics that influence TQA as well as the TQA primary roadmap. Data analyzing were performed by using statistical software for hypothesis testing.

The statistical analysis results revealed that almost characteristics were independent from the length of time spent for preparing TQA. There were workforce focus recognitions and the age of company that related to TQA success but correlated at medium and low level of correlation accordingly. The length of time used for preparing for TQA could reflect the ability of the companies so those related factor might influence TQA success. The primary approach for TQA successful has been conducted as the useful guideline. The leaders can head forward for TQA directly without effort to achieve any other award recognitions before applying TQA program. Because those award might irrelevant to TQA success and the proposed practices mentioned in this research should be applied especially Leadership responsibility, Quality Management, Workforce focus. However the award recognitions were one of the indicators for only a particular successful in particular period, it cannot use for indicate that the company will be excellence everlasting. The key is how the companies lead and keep maintain their excellence in the future.

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Thesis Advisor's signature

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