

ABSTRACTS

Nowadays, the shipping industry is adopting modern information technologies in order to develop their business process and to achieve integration information between the vessels and the head office. ERP shipping system is the new management information technology that supports and integrates an approach to conduct shipping business. Although the use of ERP shipping system may mandate; the understanding of the user's attitude towards system adoption is useful for the organizations in preparing plan and policy for their employees to learn how to make the good use of the technology. Therefore, the objectives of this study are to test and to develop factors impacting ERP shipping system adoption and to provide recommendations for the improvement on ERP shipping system adoption as guaranteed from the research.

To analysis factors influencing the ERP shipping system adoption, we proposed a conceptual model extended from the technology acceptance model (TAM) and empirically examined it in an enterprise resource planning (ERP) adoption and implementation environment. The study evaluated the impact of maritime organizational factors (company size, top management support, subjective norms), maritime technical factors (IT integration, communication network, system compatibility, quality of data), maritime individual factors (computer self-efficacy, uncertainty avoidance, ERP training), maritime regulation factors and perceived cost on the core Technology Acceptance Model variables (perceived usefulness, perceived ease of use) in the context of ERP shipping system adoption.

According to using data gathered from all ERP shipping users in Thai ship-owners companies, it showed that the intention to use system is the most significant determinant affecting the ERP shipping system adoption. A positive perspective intends to use ERP shipping system can be achieved when it is perceived as the useful and the beneficial implement for the users, and at the same time, maritime organization factors; especially, top management must exert pressure on their employee to use the system. Other factors such maritime organization factors, maritime technical factors, maritime individual factors and maritime regulation factors are also significant on perceived near-term consequences and perceived ease of use. Base on the findings, the researcher also propose some important managerial implication in connection with the adoption's development in their organization.