

Abstract

Information technology has been a driving factor for data communication in Thailand automotive industry which involves many partners. Therefore, efficient information sharing among various organizations is very crucial to the success of the whole supply chain. The higher technology of information is applied, the more developed the organization has become. Hence, it is necessary to study and explore electronics data communication usage in automotive industry. The objective of this study is to analyze technology choices and status for Inter-Organization information exchange in Thailand automotive industry. The data in this study is collected from Thailand automotive firms by questionnaire and site visits. This research study uses the position in supply chain or Tier as a factor to analyze the usage of e-Business standard, include by 1st, 2nd and 3rd tiers. The results from the conducted survey show that the difference in technology of the companies in each tier is the main problem and this difference causes higher cost for sharing information. The results by statistical tools also show that many organizations do not fully understand or even know up-to-date information sharing technology. That is because the choices of technology in those organizations mostly rely on customer's standard. In addition, the selections of any technology depend on executives support, budget, and requirement from user staff respectively.