

Abstract

The purpose of this research was to study the relationship of Entrepreneur's Style of Creativity, Human Capital, Strategic Process and Success of OTOP Non-Food Herbal Entrepreneurs (3-5 Stars Products) and to find the prediction equation to predict entrepreneurial success in this business. The samples of this study were 38 successful OTOP Entrepreneurs of Non-food Herbal in Bangkok area whose products are the 3-5 star level of OTOP Product Champion (OPC) 2006 program. The measurement instruments used in this study were the individual structured interview and questionnaires. Statistical analysis tools including frequency, percentage, mean, standard deviation, Pearson's Coefficient of Correlation and Stepwise multiple regression analysis. The results of the study were

1. Entrepreneurs have low level of creativity but most of them tend to be innovation style.
2. Most of the entrepreneurs graduated the Bachelor Degree but they have skill and experience in management at a rather low level.
3. Most of the entrepreneurs have strategic process in critical point planning at a rather high level and complete planning at an average level. They have opportunistic strategy and reactive strategy at a low level.
4. Most of the entrepreneurs have success at a high level and non of them has low level.
5. Style of Creativity, Human Capital and Strategic Process have no correlation with entrepreneur's success.