Abstract

The purpose of this research was to study the patterns and the correlation of strategic process, human capital and success of 4-5 Stars OTOP products (One Tambon One Product) of Small and Medium Enterprises. The population in this research consisted of 57 OTOP Food entrepreneurs, who were awarded 4-5 Stars Products in Bangkok area. The samples consisted of 32 entrepreneurs whom were willing to be interviewed. The research instruments were structural interview and evaluation application from Professor Michael Frese. Statistical Analyses used to test hypothesis were t-test, One-way ANOVA and Pearson Product Moment Correlation Coefficient.

The research found that entrepreneurs have strategic process in complete planning at an average level and critical point planning at a rather high level. They have opportunistic strategy and reactive strategy at a low level. For human capital which measured in 3 dimensions: education years, skills and experience in management, they hold at an average level and they have success at quite high level. The difference between genders has no effect on strategic process, human capital and success. However, the difference between genders has effect on strategic process in critical point planning ($p < .05$). The difference in ages has no effect on strategic process. However, the difference in ages has effect on success and human capital in dimension of education year ($p < .05$) where 34-44 years old entrepreneurs have higher education years than 55 years old and 55 years old entrepreneurs have higher success than 45-54 years old.

The research also found that strategic process in critical point planning, opportunistic strategy and reactive strategy has no correlation with entrepreneur's success. However, there is positive correlation between complete planning with entrepreneur's success ($p < .05$). Human capital in all 3 dimensions has no correlation with entrepreneur's success but education years has positive correlation with complete planning and critical point planning ($p < .05$).