

Abstract

The research of “Self Motivation, Human Capital, Strategic Process and Success of entrepreneurs in Accommodation Service 2004 Tsunami’s Disaster Area, Thailand”^{*} intended to study the correlation between Entrepreneur’s self motivation, human capital, strategic process, and success in accommodation service business 2004 Tsunami’s Disaster Area, Thailand and to find the prediction equation to predict entrepreneurial success in this business. The samples of this study were 112 entrepreneurs in accommodation service business, locating in Phang-Nga, Phuket and Krabi. Each entrepreneur started his/her business after 2004 Thailand Tsunami’s Disaster in this area. The measurement instruments used in this study were the individual structured interview and questionnaires. Statistical analysis tools including frequency, percentage, mean, standard deviation, Chi-Square, Pearson’s Coefficient of Correlation, and Stepwise multiple regression analysis were used.

The results of the study presented that success correlated with need for affiliation ($r=.164$) and all type in strategy process: complete planning strategy ($r=.186$), critical point planning strategy ($r=.224$), opportunistic strategy ($r=.228$) and reactive strategy ($r=-.224$). Experience in management was found to have positive correlation with need for power. Thus, strategy process (complete planning strategy, critical point planning strategy) were found positive correlation with need for achievement and need for moral responsibility but were negatively correlated between reactive strategy in strategy process with need for achievement in self motivation. More ever, a significant relationship between strategy process and human capital have positive correlation in between complete planning strategy and all factor of human capital (education year, experience in management, skill) and in between critical point planning strategy and

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human capital as for education year, skill. Finally, we also found that both opportunistic strategy and critical point planning strategy could predict the entrepreneurial success about 9.7 percent.