

Abstract

The objectives of this research are to study the relationship of Entrepreneur's strategic process, human capital, practical intelligence, and success in frozen food business (marine product) and to find the prediction equation to predict entrepreneurial success in this business. The samples of this study were 33 entrepreneurs in frozen food business, locating in Bangkok, Samuthprakarn, Samuthsakorn, and Samuthsongkarn. Each entrepreneur started his/her business before 2002 and had registered in to Thai Frozen Foods Association (TFFZ). All entrepreneurs have been continuously doing their business. Accidental sampling and Snowball Sampling techniques were also used in the study. 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, Stepwise multiple regression analysis, t-test independent, One-way ANOVA and Least Significant Difference (LSD) were used.

The results of the study were complete planning strategy, critical point planning strategy, education years and experience in management positively correlated with success of the business while reaction strategy negatively correlated with success. However, a significant relationship between opportunistic strategy, skill and practical intelligence with success was not found. In addition, we found that complete planning strategy and opportunistic strategy positively correlated with experience in management. The relationship between critical point planning strategy, education years and practical intelligence was a positive relationship while the relationship between reactive strategy and education years was a negative relationship. However, a significant relationship between human capital and practical intelligence was not found. Finally, we also found that both reaction strategy and complete planning strategy could predict the entrepreneurial success.