

Abstract

The purposes of this research were to study the patterns and the correlation of entrepreneurial orientation, human capital, and success in OTOP (One Tambon One Product) of Small and Medium Enterprises (4-5 Stars Products). Additionally, the objectives intended to an equation used to predict entrepreneurial orientation and human capital that have influences on success of enterprises.

The population in this research consisted of 57 OTOP entrepreneurs, who awarded 4-5 Stars Products and considered successful in their business. However, the samples were available only 32 entrepreneurs. The research instruments were structural interview, questionnaires and evaluation application from Dr. Michael Frese. Statistical Analyses used are t-test, One-way ANOVA and Pearson Product-Moment Correlation Coefficient. The results are as follows:

1. Entrepreneurs have rather high stability and learning orientation and achievement orientation. However, they have autonomy orientation, innovativeness orientation, risk taking orientation, and competitive aggressiveness orientation at standard level. For human capital that contains education years, skills and experience in management they hold at average level. Lastly, their success is quite high.
2. The difference between gender of entrepreneurs has no effect on entrepreneurial orientation, human capital, and success.
3. The difference in ages of entrepreneurs affects autonomy orientation, stability and learning orientation, education years, and success ($p < .05$).
4. Entrepreneurial orientation in dimension of innovativeness has correlation with entrepreneurs' success ($p < .05$).
5. There is no correlation between human capital and entrepreneurs' success.
6. Innovation orientation has correlation with education years and experience in management ($p < .05$).