

Thesis Title	The Impact of TQM Strategies on the Development of Innovation
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Abstract

The purpose of this empirical study was to identify the impact of Total Quality Management (TQM) which covers 6 TQM practices (Leadership, Strategic planning, Customer focus, Information and analysis, People management and Process management) on the innovation development. Two aspects on the Innovation were focused in this study which includes the type of innovation (product innovation, process innovation and service innovation) and the type of innovation development (incremental innovation and radical innovation).

This research was the exploratory research. The data were collected from the representatives of the 100 Thailand's top innovation companies based on the National Innovation Agency database including both executive level officers and operating level officers. The research's solution revealed that 1) the company that perform the quality management had higher level of TQM practices 2) The larger size of the organization had higher level of TQM practices except the company that focused on the radical innovation. 3) Among the companies that focused on the incremental innovation, the large-sized companies had lower number of process innovation and service innovation. Moreover, this research showed that the customer focused had the highest influent on the incremental innovation. And the people management had the highest impact on the radical innovation.