

**UNDERSTANDING THE ADOPTION OF ENTERPRISE RESOURCE PLANNING (ERP) AMONG SMALL MEDIUM ENTERPRISES (SMEs) IN THAILAND'S EXPORT INDUSTRY**

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**ABSTRACT**

The major aim of this study was to explore the technological, organizational and environmental factors influencing small and medium enterprises (SMEs) adoption of enterprise resource planning (ERP) among Thailand's export industry. While ERP has been regarded as an important technology that can provide strategic and operational advantages, it has yet to see significant rates of its adoption among SMEs in Thailand's export industry. Hence it was necessary to understand what determines ERP adoption among SMEs in Thailand's export industry. Based on the technological, organizational and environmental (TOE) theoretical framework, this study examined the influence of twelve variables on ERP adoption. The study obtained several key findings and implications about the determinants of ERP adoption in the export industry.

A survey based on quantitative approach was used. The survey was conducted on small medium enterprises (SMEs) in Thailand. The traditional questionnaires were used to gather information from 225 participants (using Yamane formula) by convenience method. In this research, data analysis was done by a Statistical Package for the Social Sciences (SPSS) version 19.0 for Windows. Descriptive analysis was applied to summarize the characteristic of the sample group by using frequency and percentage. Moreover, a logistic regression was applied to test the hypothesis. The result of the study revealed that there was a significant relationship among Relative Advantage, Compatibility, Complexity, Perceived Benefits, Top Management Support, Industry Market Scope, External IT Support and Information Intensity hypothesis in relation to the organization's adoption of the ERP system. On the other hand the study also revealed that there was no significant relationship among Organization readiness, ICT experience, Firm Size and Competitive Pressure hypotheses in relation to the organization's adoption of the ERP system

**KEY WORDS: ERP /ERP ADOPTION / TOE FRAMEWORK / SMEs ADOPTION  
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