

Pornanan Udomthavornsuk 2009: Development of a Web-Based RosettaNet Automated Enable application for SMEs. Master of Engineering (Industrial Engineering), Major Field: Industrial Engineering, Department of Industrial Engineering. Thesis Advisor: Mr. Pornthep Anussornnitisarn, Ph.D. 38 pages.

The RosettaNet standard is standard processes for the sharing of business information among business partners in the value chain. The standard is widely spread in the global semiconductor Industry, electronic components, consumer electronics, telecommunications, logistics and continue to be adopted in many industries. However, most companies which already adopted the RosettaNet standard usually have a complex information technology such as the enterprise resource planning system (ERP) and information technical staffs available at their companies.

Unlike, the well-established organization, many small and medium enterprises (SMEs), especially the start-ups, can not afford the cost of complex information system. The proposed web-based RosettaNet automated enable application aims to assist the SMEs to connect and communicate with their international customers without high installation, operation and maintenance cost.

However, the information system alone is not able to make the SMEs become competitive. This study also provides enterprise resource planning (ERP) functions for SMEs to improve their business process.

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Thesis Advisor's Signature

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