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WORAWUDH PHAKDIBURUT: PUBLIC RELATIONS STRATEGIES OF THE OFFICE OF THE BOARD OF INVESTMENT AND THE INVESTMENT DECISION IN THAILAND AMONG FOREIGN INVESTORS.

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This research proposed (1) to identify public relations strategies of the Office of the Board of Investment (BOI) to induce foreign investment in Thailand, and (2) to examine the effects of the BOI's public relations program upon investment decision of the foreign investors. The study used in-depth interview technique to collect data from ten administrators and officials of the BOI, and ten foreign investors who have already invested in Thailand, and documentary research concerning the BOI's PR program was also conducted.

The findings were as follows:

1. Public relations strategies of the BOI aiming at inducing foreign investment were (a) image-building which focused on investment opportunities and potentiality in Thailand in order to attract interest and to build a positive attitude of foreign investors, (b) inducing potential investors with selecting interpersonal media in PR activities especially organized for this group, and (c) building investor relations emphasizing provision of services and facilitation during pre-investment and after-investment.
2. Other strategies includes investment information servicing through internet and printed materials; identifying primary and secondary target investors.
3. The BOI had programmed PR strategies into three phases corresponding to country's economic conditions: pre-economic crisis, during economic crisis, and during economic recovery.
4. For pre-economic crisis, PR strategies focused on country's image building; organizing PR events for potential target investors; provision of investment information services through modern interactive media such as internet.
5. During economic crisis, PR strategies concentrated on crisis management which programmed through international media, i.e. print media and international TV network, media relations, and investor relations such as frequent meeting with potential investors.
6. During economic recovery, PR strategies stressed on information provision on economic recovery in Thailand by organizing road show and meeting with potential investors. In addition, Thailand's investment climate restoration was publicized with organizing special events.
7. Public Relations of the BOI partly affected investment decision among foreign investors through information service strategy, which is an important factor affecting investment decision, because it is to provide foreign investors with relevant and useful information with which to make decision.
8. Public Relations of the BOI affected decision with creating interest to invest in Thailand. Before making decision foreign investors entered into information seeking procedure and sought information from various media of the BOI, such as information about incentives and privileges of investment that affect investment decision in Thailand. After decision was made foreign investors monitored information from the BOI.

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สาขาวิชา.....นิเทศศาสตรบัณฑิต.....

ปีการศึกษา.....2542.....

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