

Ruangrattana Ruangram 2007: The Analysis of Factors Affecting Direct Investment from Japan, The United States of America, Singapore and Taiwan in Electric and Electronic Industries of Thailand. Master of Economics, Major Field: Economics, Department of Economics. Thesis Advisor: Associate Professor Chiraphan Kuladilok, M.Econ. 177 pages.

The objectives of this study were to study about problems, government policies and general environment in electric and electronic industries of Thailand. Whereas quantitative analysis by multiple regression models were used to determine significant factors for direct investment from Japan, United States of America, Singapore and Taiwan in Electric and Electronic Industries of Thailand by used the annual secondary data from the period of 1988 to 2005 and a descriptive analysis prescribed the affecting of employment, export and balance of payment.

The result of the study indicated that the factors affecting direct investment from Japan were gross domestic product, interest rate of one year deposit of Thailand, real exchange rate of Thailand, value export of this industries and financial crisis of Thailand. The factors affecting direct Investment from United States of America were real exchange rate of Thailand, value export of this industries and minimum wage rate. The factors affecting direct Investment from Singapore were real exchange rate of Thailand. The factors affecting direct Investment from Taiwan were interest rate of one year deposit of Thailand, real exchange rate of Thailand and financial crisis of Thailand. Direct investment from country in this study had different positive effects to employment, export and balance of payment. The maximize employment is in Japan, but Taiwan has the maximize average growth ratio per year and also using the maximize intensive labor. For the part of balance of payment indicated that Japan had the maximize positive effect to balance of payment, the second and the third are Singapore and United States of America, for the last is Taiwan. In the part of export indicated that Thailand's electric and electronic industries were started to lose the competitiveness.

So to make Thailand get more Foreign Direct Investment in Electric and Electronic Industries of Thailand continuously. The Royal Thai Government and related institutes should must clear enough to the foreign investor and determined economic variables to be appropriate for making the decision investment from countries which Thailand requires investment funds for developing in many sides in different time.

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