A STUDY ON THE TECHNOLOGY CONTENT ADDITION WITH THE INTRODUCING OF THE ISO 9000 SCHEME

by

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ABSTRACT

The manufacturing of integrated circuits (ICs) is an important industry of Thailand which is benefitting from current comparative advantage in local cheap labor. However, in order to gain competitive advantage in global business, firms need to enhance their capability in technology management. Firms in developing countries can survive in global market only if their outputs are transformed through a production process conforming to ISO 9000 Quality Assurance System. Therefore, this research study looks into the question whether such quality standards system could also be an important instrument for improving firms' technology components and technology capabilities for market competition. The study was based on a framework for the assessment of technology components in terms of their degrees of sophistication, and technology capabilities with respect to the best practice elsewhere. In addition, it took into consideration the relationship between the sophistication of technology components and the advancement of technology capabilities. The analysis shows that the firms introducing ISO 9000 standards would generally have a higher degree of knowledge base and human skills, and a higher level of advancement of technology utilization and optimization capabilities.