

Knowledge Sharing in the Thai Automobile Industry

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Abstract

Objective: Automobile industry is one of the main businesses of Thailand, it has been contributed to 3.9% GDP of the country in the year 2007 (Fiscal Policy Office, 2007), since it used to be one of the supported industries by the Thai government. However, the global changing environment has highly effect on every sector; including of the Automobile industry, to compete for competitive advantage. It is believed that if the employees in the industry are knowledge worker - be able to learn and share their knowledge with their colleagues - it could be compete more effectively. This paper therefore; aims to verify for what factors contribute to the knowledge sharing of this industry.

Design/Methodology/Approach: Six Automobile companies, which together account for 86.02% of the country's production output, have been participated in this research study. The self-administrative questionnaire labeled 'The Inventory of Learning Organization Characteristics and Organizational Readiness to Change' developed by one of the authors (Sudharatna, 2004) has been disseminated. The 429 sets of questionnaire were obtained which represent 45.54% of the return rate. Descriptive statistics as well as Factor Analysis has been applied in analyzing the data collected.

Findings: Findings show that knowledge sharing in the automobile industry in Thailand is at the level of 4.95 of the seven scales, which mean that the respondents 'mildly agree' with the questions, has been asked. In addition, two factors are extracted from the Factor analysis, which are 'Willingness of being knowledge team' and 'Leaders support knowledge sharing'. The findings show that the automobile industry in Thailand has a reasonably high level of knowledge sharing.

Implication: This paper argues with the Thai culture that Thais always work individually as well as not sharing what they did to their colleagues; conversely, this research study shows reasonable high level of knowledge sharing within the automobile industry. Beyond this, the reasons could be the automobile industry in Thailand is invested from either Japan or European countries; therefore, they may adapt the culture of knowledge sharing from oversea investors into their work. Additionally, This paper illustrates that leader must support the

knowledge sharing activities within the organization; moreover, working as team is found in the industry.

Keywords: Knowledge Sharing, Learning Organization, and Automobile Industry in Thailand

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