

Dissertation Title	Strategy for Enhancing Competitiveness of Thai Publishing Business
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Abstract

The purposes of this dissertation are to study the current business situation, problems, obstacles limitations and business strategies of Thai Publishing Business in order to formulate strategies for enhancing its competitiveness. This study employs qualitative research methodology as reinforcing by quantitative research techniques.

Research findings show that most of Publishing Business in Thailand operate without professional business practices. This is due to the fact that they are basically SMEs experiencing hardly any constraints, financial, technological, or business know-how, in entering or leaving the business; therefore, it is easy to start a new publishing concern; while it is also easy to quit. Moreover Thai publishers operate amid reading averse Thai culture wherein modern multimedia, e.g. TV, radio, internet, and other entertainment media, can easily distract people's attention away from reading. This distraction even deteriorates reading attention of the Thai. Furthermore

centralization of book distribution and outlets around a small group of big businesses lessens bargaining power and restricts expansion opportunity of these SME publishers. Besides, the lack of Government active and concrete assistance even aggravates the situation.

This dissertation proposes that professional business operation is needed among Thai publishers so that the above mentioned business obstacles can be eliminated. Publishing entrepreneurs have to learn thoroughly every aspect of operating publishing business, including producing, distributing, and strategically managing the business. They ought to be able to apply appropriate modern management knowledges to particular competitive situation confronting them so that they can improve their competitiveness. At the same time publishers have to cooperate to pressure the government to concretely promote publishing industry by assigning reading as a national agenda in order that every relevant concern work harmoniously to promote reading.

Research findings also indicate strategies for enhancing competitiveness of Thai publishing business denoted herein as Read to Lead model. This strategy configuration will partly help Thai publisher to formulate innovative strategy enabling them to be competitive both domestically and internationally. The model will also take part in shaping and nurturing reading culture among various age groups and different education levels of people in Thailand; the condition which will help improving overall national competitiveness. Read to Lead model also helps pushing forward knowledge of managing publishing business in reading averse culture, such as Thailand, a context having been ignoring in the literature.

Key Words Strategy for Enhancing Competitiveness, Publishing Business, Thais' Reading Culture