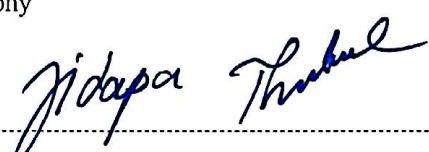



Abstract

Title : Factors Affecting Management Efficiency of Hard-Disk-Drive
 Industry in Thailand
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Major : Management
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The objectives of this research were 1) to study the conditions of production management affecting management efficiency of hard-disk-drive industry in Thailand. 2) to study factors affecting production management efficiency of hard-disk-drive industry in Thailand. 3) to propose production developmental guidelines in order to improve the management efficiency of hard-disk-drives in Thailand. The methodology of this research was mainly Quantitative. Data collection from 486 respondents within the hard-disk-drive manufacturing chain was collected. The statistical techniques used were descriptive statistics and structural equation model for hypothesis testing. Qualitative data collection was compiled through in-depth interview to describe quantitative results. Key informants of this research were employees and management teams of the hard disk drive manufacturers.

Results of the study showed that the mean score of total quality management was at a moderate level ($\bar{X}=3.34$), whereas Lean manufacturing, total productive maintenance, and management efficiency had the mean score at a high level which were ($\bar{X}=3.43$), ($\bar{X}=3.42$), and ($\bar{X}=3.44$), respectively. Furthermore, structural equation model of management efficiency of hard-disk-drive industry in Thailand was developed from literature review which was consistent

