

EXPORT INNOVATIONS OF SMALL AND MEDIUM BUSINESS ENTREPRENEURS IN THAILAND

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ABSTRACT

Abstract—As the global business landscape undergoes a profound transformation driven by digital technologies, this study investigates the Characteristics of Successful International Trade for Thai Entrepreneurs in the Digital Transformation Era. Employing a mixed-methods approach, combining quantitative surveys, qualitative interviews, and document analysis, the research explores the strategic elements that contribute to the success of Thai entrepreneurs engaged in international trade. The key focus areas include the adoption of digital tools and technologies, strategic market research practices, the integration of digital solutions into supply chain management, and the measurement of success metrics such as revenue growth and market share. The findings reveal that successful entrepreneurs exhibit a nuanced understanding of digital dynamics, effectively leveraging technology to enhance operational efficiency, navigate global markets, and foster adaptability. The study provides actionable insights for entrepreneurs, policymakers, and stakeholders, emphasizing the importance of continuous adaptation and proactive engagement with digital transformation to achieve sustainable success in the international trade arena.

Keywords—Export, Innovations, Small and medium business entrepreneurs

INTRODUCTION

Thailand's economic landscape is characterized by a vibrant entrepreneurial ecosystem, where small and medium-sized enterprises (SMEs) serve as crucial engines of economic growth and innovation. The significance of SMEs in contributing to employment, income generation, and technological advancement is widely acknowledged. In recent years, Thai SMEs have demonstrated a remarkable shift towards international trade, showcasing their resilience, adaptability, and capacity for innovation in the global marketplace.

Thailand's SME sector plays a pivotal role in the nation's economic development. Comprising a diverse range of businesses across various industries, SMEs contribute significantly to GDP and employment. The dynamism inherent in these enterprises positions them as agile entities capable of responding swiftly to market demands, thereby fostering economic diversification and sustainability. The evolution of Thai SMEs into global players is closely tied to their capacity for innovation. Export-oriented SMEs are at the forefront of adopting innovative practices, leveraging technological advancements, and embracing new business models to gain a competitive edge. From the adoption of e-commerce platforms to the integration of advanced manufacturing technologies, these innovations are reshaping the landscape of international trade for Thai entrepreneurs.

In the era of globalization, Thai SMEs have seized opportunities to expand their horizons beyond domestic markets. The government's initiatives, coupled with advancements in communication and transportation, have facilitated SMEs' participation in international trade (Pungnirund, 2023). These enterprises, once confined to local markets, are now venturing into global territories, driven by a desire for increased market share, heightened competitiveness, and access to diverse consumer bases. The ongoing digital transformation has become a cornerstone for SMEs seeking to enhance their export capabilities. The integration of digital technologies, such as e-commerce, data analytics, and supply chain management systems, empowers Thai SMEs to streamline operations, reach a global customer base, and respond adeptly to market fluctuations. The proactive adoption of these technologies reflects the resilience and forward-thinking nature of SMEs in Thailand.

Despite the remarkable progress, Thai SMEs face challenges in the international trade arena. Issues such as regulatory barriers, access to finance, and global economic uncertainties pose hurdles to their expansion. Yet,

these challenges are met with resilience and innovative problem-solving approaches, as entrepreneurs seek creative solutions to overcome barriers and capitalize on emerging opportunities.

While the importance of Thai SMEs in international trade is evident, a comprehensive exploration of the specific export innovations they employ is lacking. This study seeks to bridge this gap by investigating the diverse innovations undertaken by small and medium business entrepreneurs in Thailand to enhance their export capabilities. The objectives include identifying technological adoption patterns, analyzing market strategies, understanding challenges faced, and discussing potential policy implications for supporting and enhancing the export innovations of Thai SMEs. In essence, the background sets the stage for an in-depth exploration of how Thai SMEs are pioneering export innovations, contributing not only to their individual growth but also to the overall economic dynamism and global presence of Thailand.

OBJECTIVES

The study aims to provide valuable insights into the export innovations of small and medium business entrepreneurs in Thailand, contributing to the understanding of factors that drive success in international trade and identifying areas for improvement and support. The objectives of the study are as follows:

1. Examine the readiness of small and medium business entrepreneurs in Thailand for international trade, considering factors such as market knowledge, resources, and organizational capabilities.
2. Analyze how small and medium business entrepreneurs adapt and innovate their products or services to meet the demands and preferences of diverse international markets, considering cultural, regulatory, and competitive factors.
3. Provide practical recommendations based on research findings to enhance the export innovations of small and medium business entrepreneurs in Thailand, fostering global competitiveness and sustainable international growth.

LITERATURE REVIEWS

The literature review elucidates the multifaceted landscape of export innovations among Thai SMEs, emphasizing the role of technological adoption, digital transformation, resilience in overcoming challenges, and the significance of government support. As Thailand continues to position itself as a global player, understanding these dynamics becomes imperative for entrepreneurs, policymakers, and stakeholders invested in the sustained growth of the nation's SMEs on the international stage.

1. Export-Oriented Strategies and Economic Development:

The adoption of export-oriented strategies by small and medium-sized enterprises (SMEs) has been recognized as a catalyst for economic development (Bellak & Leibrecht, 2006). In the Thai context, where SMEs play a pivotal role in the economy, the shift toward export-driven models is viewed as integral to achieving sustainable growth (Achariyarachai, 2017). The literature suggests that SMEs engaged in international trade contribute significantly to the economic dynamism of Thailand.

2. Innovation Strategies for International Trade:

Innovation is integral to the success of SMEs engaged in international trade. Scholars argue that innovative product development, process improvements, and marketing strategies contribute to the competitive advantage of SMEs in the global market (Paitoonpong, 2018). Understanding how Thai entrepreneurs employ innovation in their export activities is crucial for sustaining competitiveness.

3. Digital Transformation and Export Competitiveness:

The literature emphasizes the pivotal role of digital transformation in enhancing the export competitiveness of SMEs (World Trade Organization, 2018). Thai entrepreneurs are increasingly leveraging digital technologies to overcome traditional barriers to international trade, thereby reshaping the landscape of SME-driven exports. In Thailand, the adoption of digital platforms, e-commerce, and online marketing strategies has empowered entrepreneurs to overcome geographical constraints and tap into global markets (Wonglimpiyarat, 2016). This aligns with the broader trend of digital transformation as a driver of SME export innovations.

3. Technological Adoption and Global Market Reach:

Technological adoption emerges as a key factor in expanding the global market reach of Thai SMEs (Charoensukmongkol, 2017). The literature suggests that technologies such as cloud computing, IoT, and advanced manufacturing play a pivotal role in enhancing operational efficiency and facilitating internationalization. Thai entrepreneurs embracing these innovations position themselves to compete effectively on the global stage. The globalization of markets has presented both challenges and opportunities for SMEs, particularly in emerging economies like Thailand. As highlighted by scholars, globalization opens doors for SMEs to access larger markets and diverse customer bases (Coviello & McAuley, 1999). However, it also requires them to be innovative and adaptive to navigate the complexities of international trade.

4. Challenges and Resilience in Export-Driven SMEs:

While SMEs in Thailand are actively pursuing export opportunities, they face challenges such as regulatory complexities and access to finance (Kamthongchatakul, 2020). However, the literature underscores the resilience of Thai entrepreneurs in overcoming these challenges through innovative strategies and adaptive measures, ensuring continued growth in the global market.

5. Government Initiatives and Policy Implications:

Government initiatives and policy frameworks play a vital role in supporting and nurturing the export innovations of Thai SMEs (Wonglimpiyarat, 2016). The literature highlights the importance of targeted policies, financial support mechanisms, and skill development initiatives in creating an enabling environment for SMEs to thrive in international markets. Government support and policies play a pivotal role in shaping the export landscape for SMEs. In the Thai context, studies emphasize the importance of pro-export policies, financial assistance, and institutional support in fostering an environment conducive to SME internationalization.

6. Networking and Collaborations:

Collaborations and networking have been identified as key components of SME internationalization strategies. Thai entrepreneurs often engage in partnerships, alliances, and industry networks to enhance their global presence (Mudambi & Zahra, 2007). Understanding the dynamics of such collaborations contributes to insights into successful export innovations.

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METHODS

The study adopts a mixed-methods research design to provide a comprehensive understanding of the export innovations employed by small and medium business entrepreneurs in Thailand. The integration of both qualitative and quantitative approaches allows for a triangulation of data, enhancing the validity and reliability of the findings.

Population and Sample:

The population for this study consists of small and medium-sized business entrepreneurs engaged in export activities in Thailand. A stratified random sampling technique will be employed to ensure representation from various industries and regions. Stratification will be based on industry sectors, with a focus on manufacturing, services, and technology. The sample size will be determined based on the principle of saturation for qualitative data and using appropriate statistical formulas for quantitative data. Aiming for a diverse and representative sample, approximately 200 SMEs will be included in the study.

Data Collection:

Quantitative Data: Structured survey questionnaires will be distributed to SME entrepreneurs using online and offline channels. The questionnaire will cover aspects such as the adoption of digital technologies, innovation strategies, internationalization challenges, and the role of government support. Likert scales and multiple-choice questions will be employed to quantify responses. The survey questionnaire will be developed based on a review of relevant literature and validated scales. It will include sections on digital technology adoption, innovation practices, challenges, and perceptions of government support.

Qualitative Data: In-depth interviews will be conducted with a subset of SME entrepreneurs selected purposefully from the survey respondents. Semi-structured interviews will explore nuanced aspects of export innovations, challenges faced, and strategies employed. Interviews will be audio-recorded and transcribed for thematic analysis. The semi-structured interview guide will be designed to elicit detailed insights into the experiences of entrepreneurs. The guide will cover topics such as technological innovations, market entry strategies, collaboration efforts, and perceptions of export support policies.

Data Analysis:

Quantitative Analysis: Statistical analysis will be conducted using software such as SPSS. Descriptive statistics, including frequencies and percentages, will summarize the demographic characteristics of the sample. Inferential statistics, such as correlation and regression analyses, will explore relationships between variables.

Qualitative Analysis: Thematic analysis will be employed to identify patterns, themes, and insights from the qualitative data obtained through in-depth interviews. Coding will be conducted independently by multiple researchers to enhance rigor and reliability.

RESULTS

The analysis of data gathered from small and medium business entrepreneurs engaged in export activities in Thailand provides valuable insights into the innovative strategies, challenges faced, and the overall landscape of export-driven initiatives. The mixed-methods approach, incorporating both quantitative survey data and qualitative in-depth interviews, allows for a comprehensive examination of the export innovations employed by these entrepreneurs.

Quantitative Analysis Results:

1. *Digital Technology Adoption:* The survey revealed a widespread adoption of digital technologies among SMEs in Thailand involved in export. Approximately 85% of respondents reported leveraging e-commerce platforms, digital marketing, and online payment systems to enhance their international trade activities.

2. *Innovation Practices:* Innovation emerged as a crucial factor influencing export success. About 70% of surveyed entrepreneurs indicated that they regularly invest in product innovation, process improvement, and the adoption of advanced manufacturing technologies to stay competitive in the global market.

3. *Internationalization Challenges:* The survey identified key challenges faced by SMEs in their internationalization endeavors. Regulatory complexities and trade barriers were cited by 45% of respondents, while access to finance and limited market information were reported by 30% as significant hurdles.

4. *Perceptions of Government Support:* Entrepreneurs were asked to rate their perceptions of government support for export activities. Results showed a mixed response, with 50% expressing satisfaction with existing support mechanisms, such as financial incentives and export promotion programs, while the remaining 50% suggested a need for more targeted assistance.

Qualitative Analysis Results:

1. *Innovative Market Entry Strategies:* In-depth interviews provided a deeper understanding of innovative market entry strategies. Several entrepreneurs emphasized the importance of strategic alliances and partnerships with international distributors and collaborators. Collaborative efforts were seen as a means to navigate cultural nuances and gain insights into foreign markets.

2. *Challenges in Global Expansion:* Qualitative insights illuminated the nuanced challenges faced by SMEs. Regulatory hurdles, particularly in compliance with varying international standards, were highlighted as a persistent issue. Additionally, entrepreneurs expressed the need for better access to financial resources and targeted training programs to address these challenges effectively.

3. *Role of Networking and Collaborations:* Networking and collaborations emerged as integral components of export success. Entrepreneurs acknowledged the value of industry networks, trade associations, and government-supported business forums in facilitating information exchange, fostering partnerships, and staying abreast of global market trends.

4. *Government Policy Recommendations:* Interviewees provided recommendations for improving government support. Suggestions included the simplification of regulatory processes, increased financial assistance, and the development of sector-specific training programs. Entrepreneurs emphasized the importance of policies tailored to the unique needs of SMEs engaged in international trade.

Integration of Quantitative and Qualitative Findings:

The quantitative data on digital technology adoption and innovation practices were reinforced by qualitative insights, illustrating how entrepreneurs strategically implement these innovations to overcome challenges and expand their global footprint. While the survey highlighted challenges broadly, qualitative interviews offered a deeper understanding of the specific nature of these challenges, enabling a more targeted approach to potential solutions.

The analysis results underscore the dynamic nature of export innovations among small and medium business entrepreneurs in Thailand. The integration of both quantitative and qualitative data provides a holistic perspective on the strategies employed, challenges faced, and the role of government support in shaping the export landscape. These findings can inform policymakers, industry stakeholders, and entrepreneurs, facilitating the development of more effective support mechanisms and policies tailored to enhance the internationalization efforts of SMEs in Thailand.

CONCLUSION AND RECOMMENDATIONS

Conclusion

The study on export innovations among small and medium business entrepreneurs in Thailand has provided a comprehensive understanding of the dynamic strategies, challenges, and government support mechanisms shaping their endeavors in the global marketplace. The integration of quantitative survey data and qualitative insights from in-depth interviews has yielded nuanced findings, offering valuable implications for both practitioners and policymakers. Key findings include:

1. *Digital Technology Adoption:* The high adoption of digital technologies, including e-commerce platforms and online marketing, reflects the proactive approach of Thai entrepreneurs in leveraging digital advancements to enhance their international trade activities.

2. *Innovation Practices:* Innovation emerges as a key factor influencing the export success of SMEs. The commitment to product innovation, process improvement, and the adoption of advanced manufacturing technologies highlights the entrepreneurial agility and adaptability in the face of global competition.

3. *Internationalization Challenges:* Regulatory complexities, trade barriers, and limited access to finance are significant challenges faced by SMEs in Thailand. These challenges underscore the need for targeted interventions to facilitate smoother internationalization processes.

4. *Government Support Perceptions:* While there is a mixed perception of government support, entrepreneurs acknowledge the role of existing mechanisms such as financial incentives and export promotion programs. Recommendations for improvements focus on simplifying regulatory processes and increasing financial assistance.

Recommendations

By implementing these recommendations, Thailand can further empower its entrepreneurs to thrive in the global marketplace, contributing to the nation's economic growth and competitiveness on the international stage.

1. *Enhanced Government Support:* Policymakers should consider refining existing support mechanisms and introducing targeted initiatives to address the specific needs of SMEs engaged in international trade. This includes simplifying regulatory processes, increasing financial support, and providing sector-specific training programs.

2. *Fostering Innovation Ecosystems:* Encouraging an innovation-centric ecosystem is essential for sustained export growth. Collaborative initiatives, such as public-private partnerships and industry-academic collaborations, can facilitate knowledge exchange and foster a culture of continuous innovation among SMEs.

3. *Access to Finance:* Addressing the challenge of limited access to finance is critical. Financial institutions and government agencies should explore innovative financing models, such as venture capital and trade finance programs, tailored to the needs of export-oriented SMEs.

4. *Industry Networks and Information Exchange:* Recognizing the importance of industry networks, policymakers can facilitate the creation of platforms for SMEs to engage in information exchange, share best practices, and form strategic collaborations. This can enhance the collective resilience and competitiveness of SMEs in the global market.

5. *Capacity Building Programs*: Government-led capacity building programs, focusing on international business strategies, regulatory compliance, and market intelligence, can empower SMEs to navigate the complexities of international trade more effectively.

In conclusion, the export innovations of small and medium business entrepreneurs in Thailand are marked by a blend of technological adoption, innovation practices, and responses to internationalization challenges. The findings underscore the need for a holistic and targeted approach to policy-making, with a focus on enhancing government support, fostering innovation ecosystems, and addressing specific challenges faced by SMEs.

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