

## Abstract

Computing power, networking and telecommunications capacity have been growing significantly within past decade. For most global business situation nowadays, Information Technologies are widely used. In present economical and technological situations, it is believed that even under-developed country; still have big opportunities to get dominance the global market by using of information technology, if this country will be able to go to the frontier of the Information Technologies (IT). Also, it believes that consist of numerous technological changes and its nature is quite easy to mobilize to apply anywhere and anyone else, that is why under-developed countries also have good opportunities to entire into global market.

In Thailand, especially the manufacturing sector, here called “good industry” is playing very important part of country’s economy. Since 1997, these ASAN countries are into heavy re-sessions because of market warns their misbehaviors of investment. Researcher believes that if Multi National Companies (MNCS) facing this time of re-session, they are trying restructure their producing methods or items of productions. Also they are investing IT to try to reduce their cost rather than hire cheap labor.

Because of its nature of MNCs, they are quite sensitive for global market and structurally they are always evaluates efficiency of its production costs. Researcher focuses on manufacturing industries, especially goods manufacturer of subsidiary of most MNCs in Thailand. Try to evaluate relationship between IT investments, applications of these manufacturers and their productivity to illustrate how IT influences their business or not. And try to prove Industrial structure is sifting from labor-intensive to more technological (especially IT) driven industries.

In this research, the objectives are, to illustrate IT investment behavior of factories, to clarify which area of IT they are considering investing, and to assess the strength of the impact of information technology literacy to employee. The sample units in this research are 800 MNCs who are buyer a big System Integrator in Thailand. Especially, they are manufacturer operating in Thailand. The research was conducted by structured questionnaires on the respondents, the managers who are conducting IT division or higher level of this. This study is widely used for management, middle management, and any level of the member of organizations to understand value for investment on IT, especially members in Thailand.

Unfortunately, research results are not supported the researcher’s objectives. Significant relationship between IT investments, applications of these manufacturers and their productivity, profitability is not founded. So, researcher prepares some assumptions for these results and put opinion for future study.