

ABSTRACT

Research on the behavioral aspects of buyer-seller relationships is heterogeneous and fragmented to yield complete and conclusive insights as to the inter-relationships of the basic variables involved. This research attempts to put together extended knowledge on SCM subject under the integrated conceptual model comprising marketing and behavioral aspects on SCM commitment and SCM business process integration.

This focus of this research is to understand the influencing factors of commitment and business integration on supply chain management. The study mainly focuses on the antecedents of supply chain management rather than the consequences of supply chain integration. Our research question is therefore to identify the impact of the behavioral and marketing determinants on commitment and business process integration.

The instrumental tools of collecting the data are mail survey and face-to-face interview with the distribution of 380 questionnaires to the CEO/owner; otherwise supply chain or operational managers are acceptable. The survey period was in February/ March 2006. A total of 59 questions listed on questionnaires and 5 hypotheses are theoretically developed and tested. Based on input received from 285 respondents comprising three major industries; 1) Agriculture, Hunting and Forestry, 2) Manufacturing and 3) Wholesale and Retail Trade; Repair of Motor Vehicles, Motorcycles and Personal and Household Goods which in total, they would represent 60% of total Thai GDP, the proposed model is empirically tested using structural equation modeling.

Of the five hypothesized paths, 3 were found to be statistically significant and in the right direction. The results confirm most of the findings of previous research on the subject, while some fresh insights on the interrelationships of the constructs used are also revealed.

The results of the study have serious implications for all SCM partners derived from the major three industries which represent the channel of distribution members like supplier, manufacturing until the distribution channels who may use the empirically tested model as a diagnostic and monitoring tool in guiding business relationships in the proper direction to create and/ or achieve SCM commitment and business process integration.

The research concludes that behavioral determinants have the significant impact on the SCM commitment and SCM business process integration while marketing determinants have no significant impact on both SCM commitment and SCM business process integration. With the current stage of business, Thai business society seems to depend themselves on the line of connections or relationships which consider as the behavioral aspects and commitment plays significant role to the business process integration. While 43% of respondents are SMEs firms whose financial resources and human resources may not support enough to invest on marketing perspectives. In addition, the respondents from those three major industries also represent in similar percentages, which allow the use of application as a representative group of Thai business. Besides, it can be concluded that an integrative approach to studying the behavioral aspects of the relationships can provide a more realistic understanding of the constructs at work

compared with a partial one which may conceal some of the effects of one construct over others and / or show misleading associations among constructs.

