

## ABSTRACT

The objective of this thesis was to examine and identify the critical strategic management practice in relation to innovation strategy and growth on family businesses in Bangkok, Thailand. The thesis examined the relationship between innovation strategy and business growth.

The respondents in the study were the current family business leader. The Thai Family Business Questionnaire developed specifically for this study was sent to the randomly selected businesses. At the end of the collection data, 386 questionnaires were collected, which amount to be a returned rate of 70%.

Out of the five innovation strategies being studied – Customer Utility Value, Product & Service Offerings, Knowledge / Assets & Capabilities, and True Value Delivering were found to be significantly related to business growth, leaving Marketing Innovation Process on the either not agree or agree. According to the research findings were considered to be the small size of family businesses as seen on the two elements that could be acknowledged by the percentage of market share and size of these family businesses. The significant value of the intra-relationship on innovation strategy was represented closely related with each other. Customer Utility Value, Product & Service Offerings, Knowledge / Assets & Capabilities and Marketing Innovation Process were shown significantly related to the age level group of the current family businesses leaders. Educational attainment and established year group were also found significantly related to Customer Utility Value, Product & Service Offerings, Knowledge / Assets & Capabilities, True Value Delivering and

Marketing Innovation Process. And it was found inconclusively defining the correlation of innovation strategy to profit would be the most favorable strategic functions relying on the score of the acknowledgement. The value of each itemized of innovation strategy were closely related range level to each other.

