THE IMPACTS OF THAI CULTURE ON EXECUTIVE INFORMATION SYSTEMS DEVELOPMENT⊗

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Abstract

Competitive advantages of Thailand are gradually deteriorating due to the advance of other developing countries. To avoid lower cost competitors, Thai industries require urgent attention in upgrading and adapting themselves to the new competitive environment to protect their business. The success of Executive Information Systems (EIS) in developed countries stimulates Thai executives to adapt this information technology (IT) into their organisations in order to compete in an increasingly competitive environment. However, EIS is just in the beginning stage and also a new source of knowledge for Thai information systems (IS) professionals. Only a few organisations have started developing such systems. Developing an EIS requires not only technical knowledge but also an understanding about culture. In this paper we present how Thai culture influences the EIS development. The details discussed in this paper are based on the observation during interviews with four major Thai companies at the beginning of 1995.

Keywords: executive information systems, system development, culture

1. Introduction

In the last decade, Thai economy performance has been growing rapidly. In the late 1980s Thailand's economy growth rate was double-digit and Thailand became one of the fastest growing economies in the world. Rapid economic growth leads to structural transformation. Recently Thailand had to face increasing trade protection from

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