

ABSTRACT

Recent advances in information technologies have made significant changes in many areas like education, research, industries and business. In the area of business, these technologies have made globalization of the business operations a reality. In order to be in cutting edge of the globalization process, organizations have to decide which information technologies are the most appropriate for them at present.

This research will attempt to identify and evaluate the most successful information technologies associated with Electronic Data Interchange (EDI) and propose basic guidelines on how to apply them for business.

My thesis intends to develop a Decision Base - Electronic Data Interchange (DB-EDI) model to aid in evaluating the appropriate criteria relative to EDI in retail business organizations in Thailand. The criteria used in this model will be formulated for selection of EDI communication types. Use of the DB-EDI model provides frameworks for assisting with plans to use EDI in selecting communication types, which are appropriate to their needs. The DB-EDI model developed will include information obtained from EDI service providers. The DB-EDI model test will be contrasted from existing user test to assess their accepted result of test and recommend on critical factors affecting the selection EDI types.