

ABSTRACT

This study begins with an elaborate introduction of the importance of environmental scanning and performances new service process development (NSPD) the description of ES and NSPD concept and its illustration in Bangkok Hospital.

The research was conducted to determine the relationship between environmental scanning and new service development for medical healthcare service development in Bangkok Hospital around Bangkok City. The data was collected self-administered questionnaire, distributed to mid to top management who were directly indirectly involve in policy and decision making process. The objective of the research is to develop a better understanding the service performances of new service.

This study aims to examine the relationship between the environmental scanning and performance of new service in the case of Bangkok Hospital. Environmental Scanning, in this study is measured by the characteristics of rapid changes in performances of new product and process development. Questionnaire from the mid to top management approximately 66 sample survey are used to examine the affects of environmental scanning towards the performances of new service process development to test that whether there is strong relationship on environmental scanning practice upon performances of new service development in the case of Bangkok Hospital .

The findings show that environmental scanning has strong impacts upon use of information sources ES practices in Thai healthcare industry. It is obvious that mid to top management recognized that the environmental scanning impacts NPD performances. Finally, this research concluded by providing the recommendations, and suggestions for future research