

ABSTRACT

The electronics industry in Thailand is one of the biggest industries in Thailand. However, Thailand still has the problem of a lack of skilled labor to support the industry's productivity. This study involves the purchasing field. The objective of this research is to determine the required purchasing skills that affect strategic purchasing in order to gain competitive advantage in the electronics industry in Thailand. The semi-structured in-depth interviewing is the method used for data collection and interpretation, with Nvivo software used for content analysis. The participant interviewees are seven purchasing managers who work in the electronics industry in Thailand.

In the results, the researcher found that purchasing skills do affect competitive advantage. Moreover, this study discovered the purchasing strategies that are used among seven electronics industry companies. This research may be of benefit to the electronics industry in Thailand which is the main electronics production base to compete with worldwide competitors in the future.