Abstract

The purpose of this study is to study the relationship of selected factors on the level of E-business Adoption for Small and Medium Enterprises (SMEs) which focus on the auto part manufacturing industry.

The research used the census survey method. The research instruments were distributed to 120 respondents (self-administered questionnaire) through E-mail and personal interview were also conducted wherever it is not possible to contact Thai Auto Parts Manufacturers through website. Total 21 sets of fully completed questionnaire were received and used for this research. The target population is all Managing Directors or General Manager of Auto Parts Manufacturing Industry located in Bangkok The Descriptive Analysis, Correlation Spearman Rho and Non-parametric Kruskal Wallis Test were used for analysis and examine the set of hypotheses of Firm's data, Managing Director's perception and demographic Factor.

Based on the results of the analysis, it can be concluded that Firm Size and export value have relationship with level of e-business adoption while level of return on investment has no relationship with level of e-business adoption. According to the test of relationship between Managing director's perception of reduction in firm's cost, efficiency in business transaction and quality of network system in Thailand has significance relationship with level of e-business adoption. The perceived increase in the competitiveness of the firm, importance of technological collaboration, support of government's legal and tax framework have no relationship with level of e-business adoption. There is a difference between Managing Director's age level, educational level and level of e-business adoption.

Based on the finding of this research, it can be recommended that higher level of e-business adoption in the firm will create efficiencies and cost reduction with the

firm but not its competitiveness. The age and education level of MD will also be the

¡mportant factors to affect high level of e-business adoption