

ABSTRACT

Technological turbulence drives the small and medium enterprises (SMEs) in developing countries to continuously learn about new technology and to develop new products and product processes activities, at a faster rate than ever before. It create uncertainty that can be competency destroying. Keeping up with environmental scanning sources of information will leverage SMEs to remain their competitive advantage.

This study aims to examine the relationship between the technological turbulence, which changes rapidly in the creation new product and product processes in the case of Thai food processing industry in Bangkok. Technological turbulence, in this study, is measured by the characteristics of rapid change in new product, product process, and research and development. Questionnaires from chief executive officers (CEOs) or SME's owners of 100 SMEs through sample survey are used to examine the affects of technological towards scanning sources of information and to test the propose.

The finding highlights that technological turbulence has the strong affects upon the use of information sources in environmental scanning practice in the SMEs Thai food processing industry. It seems that chief of officer (CEO's) or SME's owner recognized the important of environmental scanning practice and would seek valuable information from several sources when the turbulence of technology occurs. Moreover, the recommendation for SMEs as well as for the government and future study are provided.