

ABSTRACT

Supply chain in an automotive industry is quite a complex transactions and flow because of many tier suppliers and a large number of components. In the world of risks, it causes a supply disruption which affects the supply chain flow. A company cannot operate transactions to manufacture products and deliver it to customers. Nevertheless, risks can be managed through efficient risk management. A company needs to prepare to cope with supply chain risks.

The purpose of this study is to present supply chain risks and how to manage those supply chain risks of car assembled company's supplier in Thailand. This study uses a qualitative approach with interview methods to explore supply chain risks and how to manage those risks from top 8 suppliers with high purchasing amount of ABC company. This research focuses on a single case study of ABC company.

This study presents supply chain risks and enhances understanding of supply chain risk management in the automotive industry. This research contributes to supply chain risk management in the specific field of the automotive industry. There are both theoretical and practical contributions. In terms of theory, this research develops integrated models of supply chain risks in the automotive industry. In terms of practice, a manager can understand thoroughly about supply chain risks and supply chain risk management of suppliers and can cooperate with suppliers to conduct supplier development programs to improve their supply chain risk management to prevent those supply chain risks and mitigate effect of those risks.

Due to the small sample size and single case study, there are some constraints on the generalized ability of the study's findings. However, the study also has significant strengths. The findings support the existing literature and enhance more understanding in supply chain risk and supply chain risk management.