

Abstract

Provoked by the recent economic crisis and the consequences of encroaching globalization, many companies have reinvented themselves. They have sought out new sources of profit, tightened their focus, and reengineered processes to boost productivity and quality. The new corporation has emerged stronger than ever.

The three forces—crisis, globalization, and liberalization – quickly rendered rusty, old business models irrelevant and provoked a new way of thinking about managing. As corporations shift perceptibly toward facing competition would do well to take heed of business model innovation or risk being left behind.

BPR has great potential for increasing productivity through reduced process time and cost, improved quality and greater customer satisfaction. However, to attain these benefits it must be implemented and managed in the best interests of customers, employees, and the organization.

The objective of this study is to examine factors affecting the implementation of business process re-engineering (BPR) projects using Internet technology. Each information technology (IT) used during BPR implementation may affect managerial factors differently. By determining factors that affect BPR implementation using a specific IT, these factors can be managed to increase the chance of a successful BPR implementation.

Uses a survey methodology and correlation analysis to gather information about the relationship between organizational enablers and successful BPR implementations using Internet technology. Samples are managers of IT Department who are working with Listed Organizations in Thailand which have own website. The samples must have been finished or been currently conducting BPR project using Internet technology.

There are 2 steps to collect the primary data for this research. First, e-mails were launched to those companies asking whether they have been conducted or been currently conducting BPR project using Internet Technology. Second, the data were collected through the self-administered questionnaire on selected sampling frame.

In analytical part, there are 4 hypotheses for this research. The result of SPSS shows that Egalitarian Culture (H1) and Change Management (H4) were significantly positive correlated with the success of BPR implementation using Internet technology. However, lack of resources and employee resistance have no effect on the successful BPR implementation using Internet technology.

Based on this research's findings, it is important for organizations to create an innovative environment to increase their chances of successful BPR implementation project using Internet technology. Management must allow employees to be involved throughout BPR analysis, development, and implementation phases and create an innovative environment where employees affected by a BPR project understand its objectives and are involved throughout the BPR process by using a strong leadership style; share organizations' vision and information; create open communication; and support employee participate in decision-making. And to support the radical changes, employees must be trained and educated about BPR and their performance should be measured.

The low cost and availability of Internet resources make this easier for organization to provide financial, technical, human, and time resources. Internet technology allows employees to easily acquire the skills necessary to perform their work.