
Knowledge Creation of SMEs in the Lower Northern Thailand

Nattachet Pooncharoen

Faculty of Business, Economics and Communication,
Naresuan University, Thailand

Keywords

Marketing knowledge, Knowledge Creation Processes, SMEs, Economic Value

Abstract

The objectives of this study are: 1) to study the knowledge creation process of the SMEs (Small and Medium Enterprises) in the lower northern Thailand, 2) to analyze the relationship of knowledge creation activities of SMEs in this industry with their income, and 3) to propose the recommendations on strategic knowledge creation activities for SMEs in the lower northern Thailand. SMEs play significant role in Thailand economy both in term of employment and production. With green economy and ASEAN Economic Community (AEC) vision, Thai government authorities realize the weakness in knowledge management especially marketing knowledge of these enterprises, and offer helps such as market mapping and databases with related services. However, firms in this area, as indicated by this research, still need specific and appropriate system of creating knowledge. Using quantitative and qualitative research methods based on Nonaka& Takeuchi's SECI model, the research found that 1) the knowledge creating of the SMEs in this area is product oriented and unique among different industries, 2) main marketing knowledge creation activities, mostly done at individual level, were socialization and internalization, and 3) the economic value such as income could be used to identify effective and practical knowledge creation activities.
