

Research Title : Global Strategic Management Competency and Firm  
Performance: An Empirical Investigation of Textiles  
Exporting Businesses in Thailand  
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### **ABSTRACT**

The firms have developed operational approach conjunction with strategic management to enhance ability for business competition, especially, when the firms have growth and planning expand business to international; thus will select strategies appropriately to build customers' trust and acceptance. Hence, the firms attempt to design various strategies whose the key success is to increase potential and capability competition to global market. The global strategic management competency is the new operation approach of the firms that put an emphasis on cooperation, modernity, and proactive management to effectively respond to business change in the present. This global strategic management is developed from the integration of new knowledge, operational technique, experience of director, and technological continuously bring to optimal practice and strength of the firms.

The purpose of this research is to examine the relationships among business collaboration effectiveness, modern management excellence, proactive operational management, and firm performance via global strategic management competency as mediators. This research intends to link the relationship of all constructs together which proposed that has positive effects to hypothesis testing. In order to complete the research, the resource-based view is adopted to explain this conceptual framework which concentrates on implement the strategies to find a difference from the existing resources to bring competitive advantage to the firm (Barney, 1991). Furthermore, the population and sample selected are exporters on textile businesses in Thailand in total of 566 companies. The exporter information has obtained from the list of Thailand's exporter directory of Department of Export

Promotion, Ministry of Commerce of Thai government. The data were collected by questionnaire survey and sent direct to the directors or managerial managers of each company which is appropriate as the key informant of this research. Moreover, the statistic to test hypothesis uses the hierarchical multiple regression analysis and provides those five hypotheses to testing.

The results show direct effect that the business collaboration effectiveness has a significantly positive influence on firm performance, meaning that, the collaboration is an important factor in global business both internal and external of firms that reflect the linkage of business to create competitive advantage and gain benefits simultaneously. Likewise, the mediating role of global strategic management competency has a significantly positive impact on the relationship between business collaboration effectiveness and firm performance. The finding indicates that global strategic management competency requires coordination as an initial factor which is helpful to business achievement, thus, the role of mediating effect is partially supported. Accordingly, global strategic management competency deemed as the operational approach will gain to directors to apply in organization management entering to globalization along with is alternative ways to develop a good relation between departments and the partners of business. In the future, the research will attempt to add more of literature review to seek new factor(s) for the development of the new constructs relating to global strategic management competency which is expected to help discover new knowledge to help solve various operation problems of the firms efficiently.

**Keywords :** Business collaboration effectiveness, Modern management excellence, Proactive operational management, Global strategic management Competency, Firm performance