

TITLE DEVELOPING A COMBINATION OF LEAN SIX SIGMA
ENTERPRISE PATTERN FOR THE CASE STUDY OF
AUTOMOTIVE INDUSTRIAL IN THAILAND

KEY WORD LEAN, SIX SIGMA, COMPETITIVE ADVANTAGE

STUDENT VARANGKON ISSARAGURA NA AYUTHAYA

ADVISOR DR.CHATCHAI RAKA

LEVEL OF STUDY DOCTOR OF PHILISOPHY PROGRAM IN LOGISTICS
AND SUPPLY CHAIN MANAGEMENT

FACULTY COLLEGE OF LOGISTICS AND SUPPLY CHAIN
SRIPATUM UNIVERSITY

ACADEMIC YEAR 2018

ABSTRACT

Lean production focuses on agility to meet changes such as customer needs. New products, methods, employees, new locations, use of resources, create value for customers Thinking from the customer perspective, adding value, reducing waste. And continuous development The basic idea is Trying to maintain the flow of products continuously At the same time, Six Sigma is a corporate management philosophy aimed at customers. Use facts and information to manage the organization. Six Sigma is a process that brings together various improvement principles. Lean and Six Sigma are intended to improve processes better. Lean's tools are focused on eliminating waste in work or processes. In order to facilitate the flow of work and information Integration of both Lean and Six Sigma with a focus on business processes. Or supply chain process The ultimate goal of the business is to have a business process that is capable of responding to both the demand and the variety of needs that change over time Application of Lean Six Sigma concept by supply chain process Will make the process of creating value to customers better by reducing waste And improve the performance of the process in the customer's perspective The purpose of the research is to: 1) study the factors that affect Lean Six Sigma for industrial production operators and 2) study the influence of factors affecting Lean Six Sigma for the manufacturing enterprises of the electronics industry. This research consists of quantitative research. Which collects data on creating competitive

advantage, efficiency and production processes that affect Lean Six Sigma and qualitative research is divided into 2 parts: Part 1 is the collection of factors that will affect Lean Six Sigma for wholesale and retail electronics products Which is a case study in this research, Part 2 is an interview with experts, experts and academics in the manufacturing system of the electronics industry. Including those engaged in production from the results of the analysis, it was found that

- 1) The creation of a tangible competitive advantage has a positive direct influence on the production process factor.
- 2) Creating a tangible competitive advantage with direct influence
- 3) the production process has a positive direct influence on Lean Six Sigma and
- 4) the efficiency has a positive direct influence on Lean Six Sigma.