

EXPLORING ENTREPRENEURIAL ATTRIBUTES IN START UP BUSINESS IN THAI CONTEXT

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M.M. (ENTREPRENEURSHIP MANAGEMENT)

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ABSTRACT

With regard to entrepreneurial attributes as the fundamentals that have been studied for decades, entrepreneurs who acknowledge and comprehend the entrepreneurial characteristics, knowledge, and skills continuously will enhance their opportunities for sustainable growth.

The purpose of this study is to find entrepreneurial attributes in start-up business in Thai context by using the qualitative approach through the content analysis method. Propositions were tested by semi-structured interviews and collect data from 13 participants who are academic, public, and business people experienced in the startup ecosystem in Thailand.

The result of this study found that there are 10 existing and 3 emerging characteristics; 5 major existing and 4 emerging areas of knowledge; and 3 major skills which had been talked in a new context of the start-up business in Thailand. The significant finding is the entrepreneurial knowledge and skills are more dynamic and updated towards the realm of running a technology-based business in Thai context. Recommendations for this study have been analysed in the conclusion part.

KEY WORDS: Entrepreneurial Attributes/ Startup Business/ Sharing Economy

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