

システム情報工学研究科特定課題研究報告書概要

年 度	平成 21 年度	学位名	修士(ビジネス)
専 攻	経営・政策科学	専攻	著者氏名 Ruamchat Kanon
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報告書題目	サービス・イノベーションとしてのものづくりの発展 < Assessing the Power of Porter's Diamond Model for the Japanese Automobile Industry in Thailand > (タイの日系自動車企業に対するポーターのダイヤモンドモデルの評価)		
報告書概要	<p>This research studies the technological evolutions that improve efficiency of manufacturing line of the automobile industry. Particularly, this study suggests a relocation of manufacturing hubs from Japan to Thailand in order to reduce costs such as, labor, raw materials, transport and so on. A relocation of working floors, however, requires the management to fully understand various factors in certain host countries that are both directly and indirectly relevant to the company's production conditions. Porter's Diamond Model of National Advantage is hence advised as a tool to investigate and compare production factors of Japanese auto-makers in Thailand. Thailand has been significantly invested by a number of Japanese auto powerhouses to be a manufacturing and export center for distribution of auto products worldwide. Porter's Diamond Model is analyzed to illustrate relationships between different elements within the auto industry. Additionally, while choosing Toyota as the case study in this research, analysis in this project is explained through a scope of SCOR Model, which covers both industry-wide emphasis and the depth dimension of company-specific focus concerning Toyota's production line and supply chain in order to guide other Japanese companies interested in investing in Thailand in the future.</p>		
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