

The Ways for Building Competitive Advantage of Buddhist Printing Press Business in Thailand

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Abstract - The dissertation aimed to: 1) study the elements of sustainable competitive advantage of Buddhist printing press business in Thailand and 2) analyze the elements of sustainable competitive advantage. There has been a sustainable model with amount of empirical research. The quantitative research was selected to analyze data. The questionnaires were verified and studied on indices regarding IOC measurement, and general focused on the competitive advantage, and moreover the Alpha Cronbach was also used for the reliability of this research. Based on the research data collected among a sample of 400 participants from different medium and small enterprises of Buddhist printing press business in Thailand. A path analytical way affected the data and analyzing through the sustainable elements with AMOS.

The results of this study found that the dynamic capability and innovative management affecting positive influence toward competitive advantage with statistically significant difference 0.001 whereas the business core competence was statistically significant difference at 0.001 toward the innovative management. The Structural Equation Modeling (SEM) was analyzed with AMOS. The results of index are accepted. To conclude, the average of index is consistent with the empirical data. The new findings from this research indicated that the core competence and the

dynamic capabilities considered the most important factors toward the competitive advantages due to the direct and indirect impact factors when measured, those factors are accepted. Hence, the administrators have to take an interest the main factors to establish the policy in order to conduct it in practice in Buddhist printing press business in Thailand.

Keywords - Competitive Advantage, Buddhist Printing Press Business

I. INTRODUCTION

Printing Press is a kind of basic media. Today, it tends a highly accepted perception in role, motivating attention with efficiency. It was limited regarding the fast entry; however, the recipients' important ability must be able to read it. Having advantages such as being convenient for reading, unlimited time, location, and being easier portable printing press at anyplace, on the other hand, differentiation from television and these generally point that the recipients can keep it in longer, reread, to be referred to as the document, and being cheap. Those features are reliable, especially, the matters of the news, aesthetic quality and value language that complete the whole production. The types of printing press normally consist of newspapers that is acting the ways of mass communication printed both daily and weekly newspapers, and short span such as journal presented several

contents looking into article, documentary, interview but not to be presented with news matters like newspaper. By taking consideration of each journal can be printed and customized for the target audience, it can be scoped in a clear particular focus such as politics, economy, and women's issues, and sports, etc. Note that ordinary various distribution such on depending on customers' demand issued weekly, fortnightly, monthly, and quarterly, etc. This has made it in other news features such as newsletters, pamphlet, poster, brochure, report, and caption, etc [1].

Nowadays, Printing Media Industry is affected by surroundings, which in turn discussing declining, especially, newspaper, and journal. This occurred many printing companies have to improve the structure management and the strategy in order to step over the barrier where all they meet. Even for the companies in printing journal, noteworthy, there were earnings from advertising magazine dropped about 1 in 3 ten years later. This resulting in collecting data analyzed by Neelson Company (Thailand), he pointed that the impact on earnings from advertising magazine dropped increasingly at 14% in 2015 when comparing other media which have resulted in 2015 continuing ending until in the year 2016. This result in that loss of earning from the printing media industry can be classified into a profitable newspaper business even making more earnings than journal business and continuous earning reduction from 1.5 billion baht per year to 1.2 billion baht per year, further on earnings from the advertising newspapers similarly dropped at 20% ten year later [2].

As mentioned situations above, the results from the survey research investigated the main reasons why added up to the marketing value reduction, Kasikorn Research Center and Bualuang Research Center found that there are many new entrants for the competition, it has a reach of the social media and directly through accessibility to information which has low cost, but it is faster than the former traditional printing press. Therefore, the companies' business into Printing Media should consider

improving to create advantages against competitors as possible fast and continuing.

With a reality mentioned above, in the previous years, the distributed process in perspective and belief of religion relying on potency of printing press as a tool in printing workflow. In a case study of publishing press established by Doctor Bradley or Dan Beach Bradley, American, Doctor of Medicine, who entered as American Board of Commissioners for Foreign Missions in the Rama III (King), and later, he hired the state land and established the printing house where located on Bangkok Yai Canal. The 10 commandment were printed only 12 pages, a famous religious printing media which was published by Bradley [3].

In Thailand, Buddhism Publishing established for a long time and were the same as printing feature, are considered in the review literature found that it was the first Buddhism printing house named "National Office of Buddhism" founded in 24th June 1940 (B.E. 2483) or firstly named Religious Studies Printing House, considered by superior consistory was positioned the Supreme Patriarch by Somdet Phra Ariyawongsakhatayan, Sukhumwithan dharmrong (Prod Kittisophon) to be the 14th Supreme Patriarch at Bechamabophit Dusitwanaram, who was the president of establishment, aimed to build the printing house for printing Tripitaka (Thai version) as preaching style in a book palm, this printing target for teaching people. Those written as the chapters by Sangha Supreme Council, published in palm leaf. This has created a need published services for consistory, public, and private, and there has been a need for exploiting overall activities gained by the consistory. It was located at 314-316 Soi Banbak, Bumrung Muang Road, Banbak District, Area Pom Prap Sattru Phai, Bangkok. The monastery land for rent is low cost around Wat Sraket because of Monk Publishing. There are a lot of printing issues distributed to those the people need [4].

In addition, there are lots of printing media provided by the Department of Religious

Affair, using based on religious data printing; it can be available in accessibility by making easy-to-use for the people. Most of printing issues are more prominent as religious rite, Buddhist research, and more interesting issues, like the direct religious journals of the Department of Religious Affair due to many people's attraction in varieties religious issues through the Internet today [5].

Further issued religious print production by the public publishing, there are private printing companies available today play a major role in printing issues. Consequently, the researcher needs to study the ways for creating competitive advantage of Buddhist printing press in Thailand.

Having created competitive advantages of Buddhist printing press business in Thailand, it is necessary to manage the excellent ways for the company with the core competence of the organization. On the other hand, the organization's capabilities maintains the business strategy, consists of knowledge, skill, experience, and specialization. Those have been acquired when comparing other organizations regarding printing industry. Obviously, the development of core competence is very important and being challenge for the businessmen today and future in order to conduct their organization between a survive provider to step over the century with intangible resources that mentioned above. This makes it important even for the businessmen's capabilities that have built its success, the further having some administrative science which should include both intangible and tangible resources are also widely used in this business [6].

Apart from the competition from the printing industry, the organizational capabilities are a core importance which is added up to differentiation when comparing among competitors due to be better off because their special capabilities in different activities than other organizations. Moreover, it included the application of strategy with core competence to create new competitive advantages, so they are a few key areas for the

business to flourish.

Furthermore, perspectives of dynamic capabilities become increasing influence on the organization works that employed in changing and integration into the organizational capabilities combining with internal and external resources to be able to respond changing environment [7] that is consistent with [8-9] who explained about the dynamic capabilities are used for a speed up their abilities of resource managing process and a reach of increasing capability to be able to improve performance according with changing environment [10] pointed that the dynamic capabilities are important to manage the organization to create the products and to launch new managing process the dynamic capabilities are important to utilize for the organization to create the products and launch new managing process in order to react the situations of changing business market [11] explained further that the dynamic capabilities are developed by recognized opportunity and risk that become an effect on the managerial decision to be in time of changing business to acquire the competitive advantages.

From the core matters mentioned above, considered that there are many ways of creating competitive advantages of business such as strategy of business completion, print quality, and technology, etc. and new ways focused by the specialists' interest with any increase such as core business competence, dynamic capabilities, and new ways which interested by the specialists to study the ways of building competitive advantages of printing process business.

The results of this study can be useful for exploit the ways to create the competitive advantages of Buddhist printing press in Thailand and can be a model plan of decision in order to support, improvement, fixed image, and help the management in printing press in continual progress and change, additionally, the entrepreneurs of Buddhist printing press business to be able to compete among international business, and also can be applied to exploit the results with other businesses.

II. OBJECTIVES

The research of this study was to investigate the ways of creating the competitive advantages of Buddhist printing press business in Thailand. The objectives are as follows:

1. To study the elements of sustain competitive advantages of Buddhist printing press business in Thailand.

2. To analyze the elements of sustain competitive advantages of Buddhist printing press business in Thailand with a created model and empirical data.

3. To bring the model of the ways of the competitive advantages of Buddhist printing press business in Thailand resulting in the research study to exploit the study with the ways in an increase of ability of the competition of Buddhist printing press business in Thailand.

III. METHODOLOGY

This research aimed to study the primary data. The questionnaires were collected the data from the entrepreneurs of Buddhist printing press business in Thailand. The total of this research was 400 samples of small and medium-sized enterprises. The secondary data was collected from the book, textbook, printing press, journal, and related research. The questionnaires were used as the tool to collect the data. The questionnaires designed by the researcher to be consistent with the conceptual framework in order to make the questions covered the objectives of the study.

A. Instrument

The research study was based on the survey research.

B. Data Analysis

The primary data for the survey research collected from the questionnaires. Data were analyzed by SPSS, divided into 2 groups: 1) Data analysis with the descriptive statistics and 2) Data analysis with inferential statistics. The researcher tested the data based on the

hypothesis among relationship of the factors affecting the competitive advantages were analyzed statistically, and analyzed with Multivariate Regression, Path Analysis to create a model which led to the multivariate regression mentioned previously. As the qualitative research method was used to estimate variables and to explain, finally conducted to the summary results, the objectives of this study must be clear in order to comprehend the reasons linked with the structure to be according with various factors. They can support the development of the competitive capabilities of Buddhist printing press in Thailand. It mostly used in discussion, analyzing strengthen results with the quantitative research method from the questionnaires.

IV. RESEARCH RESULTS

The summary of results:

The results of objective 1: revealed the factors of business core competence, dynamic capabilities, and management of innovative managements can be an effect on the competitive capabilities when determining overall of the variables presented by the factors mentioned previously. Sum up with all factors can be used to analyze the ways of building the competitive advantages of Buddhist printing press business in Thailand. Calculated with the correlation coefficient (R-square) and the data were analyzed with inferential statistics. They were statistically significant level with 0.001.

The results of objective 2: analyzing the model found that it was consistent with the empirical data whereas the Index of Item Objective Congruence, an average was not rejected. Table I, The Assessment of Goodness of Fit Index among the Empirical Data Indicator $\chi^2/df = 0.825$, pValue = 0.925, GFI = 0.970, AGFI = 0.960, CFI = 1.00, RMR = 0.026, RMSEA = 0.000.

TABLE I
SUGGESTED THAT STRUCTURAL EQUATION MODELING (SEM) IS CONSISTENT WITH THE EMPIRICAL DATA, THIS MODEL WAS CHOSEN BY THE RESEARCHER.

Index Referred	Recommended Value	Model Value	
χ^2/df	< 2.00	0.8226	✓
RMSEA	< 0.05	0.000	✓
CFI	> 0.9	1.000	✓
RMR	< 0.05	0.026	✓
GFI	> 0.95	0.970	✓
AGFI	> 0.95	0.960	✓

✓ means that it is accepted for goodness of fit index Acquired by the empirical data [12].

The results of the objective 3: suggested that the ways of building the competitive advantages of Buddhist printing press business in Thailand, can be the ways for an increase in the competitive capability of Buddhist printing press business in Thailand were interviewed during the study from the entrepreneurs, the professional printing press and the professional printing press (the scholars). From the interviews at each group suggested that the ways of competing is that in the quality arena of designing the products based on standard and the raw materials and machines are exploited together for the low cost, focusing on designing the products with the good quality based on standard, doing the research, and developing new products to create the sustainable competitive capability (see Fig. 1).

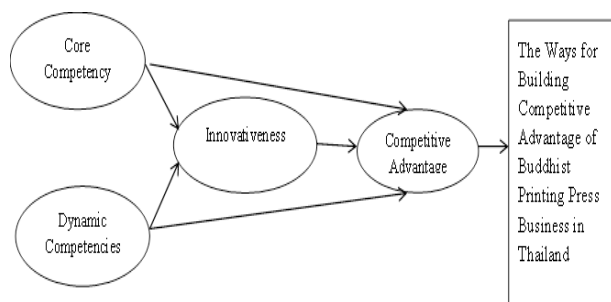


Fig. 1 The Model for the Ways for Building Competitive Advantages of Buddhist Printing Press Business in Thailand

The results of hypothesis test based on the conceptual framework found that the variables directly effected on highest volume toward building the competitive advantages such as innovative management (INNO $\alpha\beta$ +0.421), influence on a direct of dynamic capability (DYC $\alpha\beta$ +0.384), the least influence on toward building the competitive advantages, a direct core competence (COC $\alpha\beta$ +0.303), whereas the business core competence directly effected on the innovative management (COC $\alpha\beta$ +0.209).

Apart from the variable indirectly effected on highest volume toward building the competitive advantages (CA) such as the core competence (COC $\alpha\beta$ +0.088), influence on a direct of dynamic capability (DYC $\alpha\beta$ +0.049) (see Fig. 2).

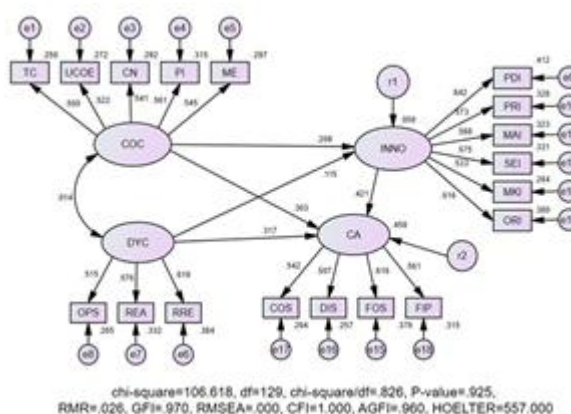


Fig. 2 Ways for Building Competitive Advantages of Buddhist Printing Press Business in Thailand

V. DISCUSSION

This research study was to study the ways for Building Competitive Advantages of Buddhist Printing Press Business in Thailand. The objectives were to:

1. Investigate the elements of building the sustainable competitive advantages of Buddhist Printing Press Business in Thailand. The results of this research found that it would be possible to create sustainable competitive advantages of Buddhist Printing Press Business in Thailand, using the quantitative method such as the business core competence, dynamic capability, and innovative

management. Each of these factors can have an effect on much or less differentiation, even some of variables may have directly or indirectly an effect on building the competitive advantages of Buddhist Printing Press Business in Thailand. The results of this study are valid analysis in accordance with empirical data and to be consistent with [13] found that the structure, strategy, system, model, teamwork, skill, and shared value are explored closely toward the sustainable competitive advantages, that is, the competitive advantages cannot appear repeat operation through other organizations [14]. pointed that the innovative management regarding a creation of services is an important tool to conduct the creation of the competitive advantages. In accordance with [15] pointed that the innovative management is the ability of creating the profit from the creative thinking in practice.

2. Analyze the elements of the sustainable competitive advantages of Buddhist Printing Press Business in Thailand, confirmed by the model from the empirical data. The results of this research revealed that the key elements have directly or indirectly an effect on building the competitive advantages of Buddhist Printing Press Business from the core competence and dynamic capability. Noted that the innovative managements have directly an effect on creating the competitive advantages of Buddhist Printing Press Business in Thailand, in accordance with [16] suggested that the factor regarding the innovative managements of the organization have more influence toward the development of managing organization in accordance with [17] suggested that the quality focuses on the excellent functions consist of the key elements such as focusing on the centered-customers, and [18] pointed that the quality service based on standardization can respond the recipients' expectation and satisfaction, like a key element of the excellence of organization's effort. The aspect of dynamic capability is based only upon the ability of a creation of the organization including cooperation, change, and integration with the organizational capability and internal and external resources to respond the changing environment [19]. In

accordance with [8], and [9] explained that the dynamic capabilities move through the resource management process to have an increase capacity in order to prompt their improvement to adjust according with the changing environment [20] pointed that the dynamic capabilities is one of the capacity to help the organization to produce the products and new supply management to be able to respond the situation of changing market. Later, [11] further explained that the dynamic capabilities is developed by the ability of the perception from the opportunity and risk that become an effect on the managerial decision to be in time of changing to improving the resources and the ability to be in time of changing to acquire the competitive advantages.

As the business core competence is an important factor, found that this factor has directly and indirectly an influence on creating the competitive advantages of Buddhist Printing Press Business in Thailand which is consistent with [21-22] suggested that the important characteristics of resource strategy has resulted in the competitive advantages that are valuable resources to operate the businesses and real competitions. In accordance with [23] pointed that the competitors respond to the customers' highest need, [24] also pointed that the core competence can keep and add the value to the customers. The customers' certain need is the most important factor in the business.

3. Bring the model of the ways for building the competitive advantages of Buddhist printing press business in Thailand resulted from the research that is used for an increase of ability in the competitive advantages of Buddhist printing press business in Thailand. The interview with the specialists in both private and academic sector, pointed that the model of the ways for building the competitive advantages of Buddhist printing press business in Thailand is able to utilize as the ways for building the competitive advantages. This implied in the review literature.

VI. SUGGESTION

Due to the review literature relation with the ways for building the competitive advantages of Buddhist printing press business in Thailand, found that it has less been educated, especially, there are a few variables are used for the cooperation and creating the competitive advantages. The results of discussion revealed that the main factors such as the business core competence, dynamic capability, and innovative management, those have directly and indirectly a positive effect on the ability of competition of Buddhist printing press business in Thailand. This research can be conducted on the ways for increasing the corporation in business are as follows:

1. The administrator is a leader of the organization, and the administrator should realize the innovative management by using the knowledge of managing administration to improve and develop the management, system of organizational structure, supply management in adjusted structure to carry out the change, and taking an interest the customer more than other competitors. Work system is different from others, and creating effective production process becoming to the competitive capabilities in a long run.

2. Based upon the ability used for the ways for creating the competitive capability including the main factors such as business core competence, dynamic capability, and innovative management. The administrator can develop logistic process to become faster involving further information technology used in prominent factors in order to advance the production. Hereby the administrator should realize three factors in reality, in addition, there are training courses for the administrators and officers related to their performance.

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(Arranged in the order of citation in the same fashion as the case of Footnotes.)

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