

Impacts of Strategic Management on Competitive Advantage of Certified Accounting Practice in Thailand

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Abstract - The purpose of this research was to study the impacts of strategic management on competitive advantage of the quality accounting office in Thailand. The population used in the study were the quality accounting office administrator of 126 people from 153 people. It was a quantitative research. The instruments of research were questionnaires, using descriptive statistics consisting of frequency, percentage, mean, standard deviation. The statistics for data analysis were including multiple correlation analysis and multiple regression analysis.

The results showed that: The quality accounting office administrators in Thailand had opinions on the effectiveness of strategic management in marketing and services / operations with the positive impacts on overall competitive advantage. In relation to customers and organizational learning strategic management effectiveness in marketing and human resource management. There were have relationship and positive impacts on overall competitive advantage. In business networking, strategic management effectiveness, research and development had a relationship and a positive impacts on overall. Competitive advantage, working efficiency strategic management effectiveness in service marketing / operations, and research & development were positive impacts on overall competitive advantage in technology effectiveness. Strategic management of research and development also had positive impacts on overall competitive advantage and knowledge management.

Keywords - Strategic Management, Competitive Advantage, Certified Accounting Practice

I. INTRODUCTION

Fast changing world situation and linked without borders. Economic competition, Technology development will change rapidly. While the government sector have the 12th National Economic and Social Development Plan (2017-2021) Enabling the business sector to be more aware of the quality management to increase strength, and able to compete for stability, wealthy and sustainable. Especially the professional accounting services business. The accounting office must develop quality management. There was reliable and transparent to become an ASEAN accountant. Since Thailand is currently a member of the ASEAN Association (AEC), which will have foreign professional accountants to come to work in Thailand, there is more competition at the national level. Therefore, the accounting office must develop its own units to be more quality.

Strategic management in the organization has an important impacts on the organization's success as targeted. Therefore is an important mechanism for the modern management. They have to know the internal and external environment analysis. Know how to bring opportunities that can benefit the business. Making the organization have a competitive advantage. And eliminate the risk that will occur to the organization. The heart of strategic planning, that creates competitive advantage were something which unique to the

organization, the competitors cannot do, or competitors have to spend a lot of time, adjusting themselves to be able to compare us. The competition of the business determined by Customer Relationship in the business network, the corporate learning (Organization Learning), work efficiency (Productivity) and administration in the organization Entrepreneurship Orientation. Based on the foregoing reasons, the researchers interested in studying the effects of strategic management on the competitive advantage of quality accounting offices in Thailand. To develop a professional agency, in order to be a strong quality accounting office and have the ability to compete with foreign countries.

II. OBJECTIVES

To study the impact of strategic management on the competitive advantage of the quality accounting office in Thailand.

III. LITERATURE REVIEW

A. Strategic Management

Robbins and Coulter, (2007) said that strategic management is the process of the management planning for the organization's strategy, which requires the basic management process of the organization: planning, organization and control by analyzing the external and internal environment. In order to know the status to determine appropriate strategies.

Schermerhorn, J.R., (1999) give meaning Strategic management is the process of defining strategies to be implemented and evaluating strategies for improvement.

Summary of strategic management means the organization's management process for the organization to achieve its goals through the process of analyzing and evaluating the organizational context and changing environment. To get a plan in action Suitable work before implementing the plan into action.

B. Competitive Advantage

Porter, M.E., (1980) gives meaning is a strategy to create a competitive advantage, by

means of making the best product quality. Providing services to consumers with a lower cost than competitors, have more suitable sources. That is superior to competitors.

Dunn, M., Norburn, D., and Burley, S., (1994) provides the meaning of Competitive advantage refers to the ability resulting from obtaining valuable resources such as innovation capability, high efficiency. Unique, different from others can't be imitated.

Summary of competitive advantage refers to the result of the strategy implementation and the competitive advantage. By creating differences for products and services is a cost leader and able to meet the needs of customers well.

IV. RESEARCH METHODOLOGY

This research is a quantitative research. Collecting data by using questionnaires as a tool for data collection Population used were the executive of the quality accounting office of 153 people (Professional Council under the Royal Patronage of 2016: website). The researcher collected 126 questionnaires.

The researcher analyzed the data using statistical software. The statistics used in this data analysis were frequency, mean, percentage, standard deviation, and statistics for correlation analysis of variables with correlation coefficient and multiple regression analysis.

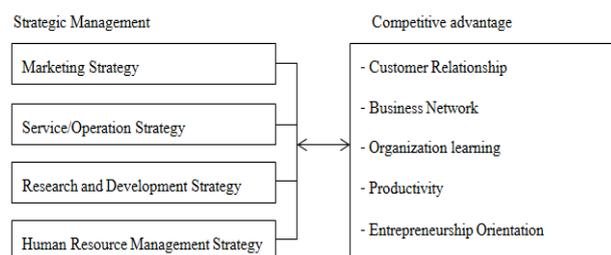


Fig. 1 The Conceptual Framework of Research

V. DISCUSSION

Respondents of the Quality Accounting Office in Thailand were 81.75 percent of women, aged between 30-40 years old 53.18 percent, educational level at the bachelor

degree level 87.30 percent. Currently, in the position of Managing Director 49.2 percent.

Analysis of the relationship between strategic management on competitive advantage of the quality accounting office in Thailand found that strategic management has a positive relationship with the competitive advantage of the quality office in Thailand. With statistical significance at the level 0.05, which can be discussed as follows:

Strategic management effectiveness in marketing and services / operations has a positive impact on overall competitive advantage in customer relations and the learning of the organization on customer relations and organizational learning Caused by marketing management and clear service / operation Customers will be loyal to the accounting office by the services of the accounting office. In addition to the quality and standards, the service must be provided promptly and timely. And those who use the service focus on reducing costs. Service fees should be appropriate to the quality of service. About marketing promotion using appropriate technology to provide customers with confidence in the services of the accounting office Consistent with research (Dakaew, P., 2018). Research on the impact of competitive advantage strategies on the operational efficiency of agricultural products businesses in Thailand Found that the way to lead to competitive advantage Consists of using marketing strategies and service / operation by creating differences in products and services will result in customer loyalty to the organization and make customers pay more attention to the price reduction in line with Porter, M.E., (1980) says that modern management: marketing or service management Resulting in a competitive advantage which is an important factor in developing countries.

Strategic management effectiveness in marketing and human resource management had a relationship and a positive impacts on overall competitive advantage. In business networking, Modern business practices would grow on their own. Without having to rely on

agencies or other organizations will be difficult. The growth of the business requires a business network, which caused by marketing strategies and human resource management in line with Appiah-Adu, K. and Singh, S., (1999) studied the marketing culture evaluation of companies in the United Kingdom. Found that the company will succeed quickly Caused by the interaction between the company and the business network. That works to facilitate each other. Strategic management effectiveness Research and development have a relationship and a positive impact on overall competitive advantage. Working efficiency, the accounting office was a service-oriented business. Therefore requires research and development to provide more rights to services. Know the need, Make difference for the organization. Therefore will create a competitive advantage In line with the concept of Kotler, P. and Armstrong, G., (2014) said that the important strategic management of globalization is research and development. In order for the organization to develop products or services that can meet customers' needs, there are new and innovative techniques to make a difference, respectful and create identity for the organization. To make customers see that the organization focused on customers, building a good relationship with customers.

Strategic management effectiveness in service marketing / operations and research and development have a positive impact on overall competitive advantage. In terms of technology, businesses must provide a variety of services. New services to meet the needs of customers. Therefore, technology has an important part in helping businesses grow rapidly. Consistent with the concept of Ratthanant and Surachai, (2011) said that the business has intense competition. As a result, businesses must be prepared and find ways to adapt. Increase the limit of five services to be able to compete with the world market. Which requires technology to help strengthen businesses and develop them to be interconnected.

Strategic management effectiveness in research and development has a positive impacts on overall competitive advantage. Knowledge management. The accounting office focuses on providing quality services. And standards, employees must constantly learn about professional matters. To create work to meet the needs of customers, business leader in accordance with the research of Danpantanaphum, T., (2014) studied the operational efficiency of the customer relationship management of hotel business in the eastern region Found that the employees who have knowledge development training can meet the needs of customers who use the service well. Making the organization successful.

VI. SUGGESTIONS

1) Suggestions for applying research result: The quality accounting office should focus on the strategy to create competitive advantage. By providing services that make a difference or creating value for the service so that customers do not have to consider the service fees.

2) Suggestions for further research: Should study the problems and obstacles that affect the success of the operation will make the organization know the weakness Strengths and problems and obstacles. To find ways to improve the issue to the point.

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

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