

FACTORS INFLUENCING INTERNATIONAL JOINT VENTURE PERFORMANCE IN THAILAND

Pornlapas Suwannarat, Mahasarakham Business School, Mahasarakham University, Thailand

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ABSTRACT

This paper is an original attempt to examine factors that influence IJV performance in the Southeast Asian country of Thailand, more generally, to explore the vitally important IJV performance determinants. The geographical and economic context of the study is unique in the literature, therefore it contributes new findings in an under-researched area. The findings of this study show that, for Thailand, there are positive correlations between IJV performance, IJV satisfaction and the following factors (in order of priority): the commitment within the IJV, organisational learning, the commitment of the parent companies, similarity of organisational culture, and IJV age. Again, when compared with outcomes in the literature, it can be seen that the significant relationships of these factors with IJV performance agree with some previous studies but contradict others. There is a need to continue the study of IJV performance determinants in the context of other developing countries, especially in the Southeast Asian region, to illuminate the reasons for the differences in the significant correlations of these factors with IJV performance.

Keywords: *Thailand; international joint ventures; IJV performance determinants; factors affecting IJV performance*