

IMPACTS OF ACTIVITY-BASED MANAGEMENT IMPLEMENTATION ON ORGANIZATIONAL COMPETITIVENESS AND FIRM PERFORMANCE OF AUTOMOTIVE BUSINESSES IN THAILAND

Kriengkrai Namnai, Mahasarakham Business School, Mahasarakham University, Thailand
Phaprukbaramee Ussahawanithakit, Mahasarakham Business School, Mahasarakham University, Thailand

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ABSTRACT

The study aims at investigating the relationship between activity-based management implementation and firm performance and also to investigate the consequences of activity-based management implementation. The key research question is how activity-based management implementation has an influence on firm survival. Resource-based view, contingency theory and planning theory are fundamental to the study. A Questionnaire is used as an instrument for data collection from accounting managers or accounting executives of each firm which is the key information of the study. The regression analysis is employed to examine all hypotheses. Here, 154 automotive businesses in Thailand were chosen as a sample of the study. The results present that (1) activity analysis focus and value chain orientation have a significant positive effect on cost reduction, (2) value chain orientation and target pricing concentration have a significant positive effect on resource allocation, (3) value chain orientation have a significant positive effect on operation excellence, (4) value chain orientation and target pricing concentration have a significant positive effect on organizational competitiveness, (5) cost reduction, resource allocation and operation have a significant positive effect on organizational competitiveness and (6) organizational competitiveness have a significant positive effect on firm performance.

Keywords: *Activity-Based Management Implementation, Activity Analysis Focus, Value Chain Orientation, Target Pricing Concentration, Cost Reduction, Resource Allocation, Operation Excellence, Organizational Competitiveness, Management Accounting System Efficiency, Firm Performance*