

THE SECOND ORDER CONFIRMATORY FACTOR ANALYSIS STRATEGIES TOWARD SUSTAINABLE EXCELLENCE IN THE INDUSTRIAL SECTOR

Thanin Silpcharu, King Mongkut's University of Technology North Bangkok
Wisut Noongam, PTT Public Company Limited

ABSTRACT

Increasing the efficiency of management of industrial business sector is the foundational growth of Gross National Product (GDP), which affects sustainable competitiveness of a country in a long term. The research objective is to study the management strategy toward sustainable excellence in the industrial sector. It is a survey research to collect quantitative data from 500 executives about quality systems and sustainability in industrial organizations by using Second order Confirmatory Factor Analysis, consisting of 5 elements: Planning, Digital Technology, Workforce, Customer Focus, and Leadership. The analyzed model shows evaluation criteria, consistent with the empirical data, Chi-square at the probability level at 0.077, Relative Chi-square is 1.125, Goodness of fit Index is 0.992, and Root Mean Square Error of Approximation is 0.016.

Keywords: Strategy toward Excellence, Business Sustainability, Second Order Confirmatory Factor Analysis.

INTRODUCTION

National Economic and Social Development Council is the main unit of planning and formulating a balanced and sustainable national development strategy use important information Thailand's competitiveness ranking from International Institute for Management Development (IMD). From the ranking of the competitiveness of Thailand found that Thailand is still trapped in middle-income countries from the issues of the competitiveness of Thailand during 2017 - 2018, dropping 3 rank as shown in Table 1.

	2015	2016	2017	2018
Thailand	30	28	27	30

Source: IMD World Competitiveness Center (2018)

Minor Category	2017	2018
1. Productive and Efficiency	41	40
2. Labour Market	8	6
3. Finance	24	24
4. Management	20	24
5. Attitude and Value	23	17

Source: IMD World Competitiveness Center (2018).