

Thesis Title RFID Adoption in Logistics Activities: An
Exploratory Study of Agribusiness

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Degree Master of Business Administration
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ABSTRACT

Nowadays, 70 percent of food supply chain comes from an efficient improving technology and resulted in an important role of food supply chain management. The Thai SMEs agribusiness such as fresh fruits and vegetables adopt more appropriate supply chain technology to provide better service to their customers recently. The aim of this research was to understand the RFID technology adoption in Thai SMEs agribusiness of fresh fruits and vegetables and to understand factors that affect to RFID technology adoption in logistics management to improved business performance and business competency for Thai SMEs agribusiness of fresh fruits and vegetable is of vital important. A mixed research method is applied to this study which both qualitative and quantitative approaches were adopted semi-structured interview and questionnaires were used to answer research questions. Samples group are Thai SMEs agribusinesses of fresh fruits and vegetables in the northern part of Thailand. The finding of this study reveals that technology factor, organization factor, and environment factors are main factors that affect on RFID technology adoption in Thai SMEs

agribusiness of fresh fruits and vegetables. Moreover, expectations the RFID technology will be useful for people who are interested in fresh fruits and vegetables agribusiness.

Keywords: RFID technology/Logistics activities/Agribusiness/ Fresh fruits and vegetables

