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**FACTORS AFFECTING ELECTRONIC SERVICE DELIVERY  
ADOPTION IN THE MINISTRY OF INDUSTRY AND  
THE MINISTRY OF FINANCE**

**Atikiat Krongtaew**

**A Dissertation Submitted in Partial  
Fulfillment of the Requirements for the Degree of  
Doctor of Philosophy (Development Administration)  
School of Public Administration  
National Institute of Development Administration**


**2007**

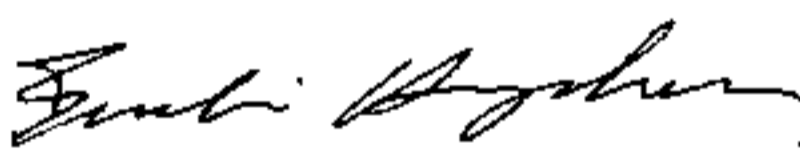
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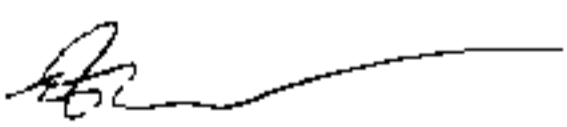
**Atikiat Krongtaew  
School of Public Administration**

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The Examining Committee Approved This Dissertation Submitted in Partial  
Fulfillment of the Requirements for the Degree of Doctor of Philosophy  
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## ABSTRACT

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|------------------------------|---|
| <b>Title of Dissertation</b> | Factor Affecting Electronic Service Delivery Adoption in the Ministry of Industry and the Ministry of Finance |
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| <b>Degree</b>                | Doctor of Philosophy (Development Administration)   |
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The purpose of the study is to understand the relationship between environments, leader characteristic, IT strategy, organization characteristic, human resources development, Bill Gates' factor and electronic service delivery in the Ministry of Industry and Ministry of Finance. The objectives of this study are: first, to assess the current status of electronic service delivery in Thai public organizations; second, to investigate what factor impact to electronic service delivery adoption in Thai public organizations; third, to determine what is the most influential factor to drive electronic service delivery adoption in Thai context and lastly, to search for government leaders' perspectives on influenced factors and obstructed factors of electronic service delivery adoption in Thai public organizations.

The conceptual model was developed to be tested through qualitative and quantitative analysis. The approaches were survey research. Primary data for the research was constructed from questionnaire and interview results. The unit of analysis was the officers who hold the position higher than C7 and work in service-oriented department or IT center. The quantitative analysis was included descriptive analysis, Chi-Square test and multiple regression. These techniques were used to investigate the relation between independent variables in the conceptual model.

Gates' factor or the way of people manage and use their information is the dominate factor influence electronic service delivery adoption for both Ministry of Industry and Ministry of Finance when tested by multiple regression. However, the results of interviews found that leader characteristic is the most influence factor affecting electronic service delivery adoption.

This research could be explained that Gates' factor is focusing on the process level or bottom-up approach while results of interviews with directors focusing on top-down approach. Operation officers focused on their processes while director focused on leader characteristics. In sum, the fundamental requirement of electronic services delivery was the management of IT processes to deliver value and it need to be driven by leaders of organizations. The strong influence of leader and effective IT processes will substantially adopt the electronic service delivery in organizations. The problems of adoption of electronic services delivery are not only related to the complexity of technology. Success factors are also related to leader characteristic and information process aspects.

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Atikiat Krongtaew

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