

## **ABSTRACT**

The aim of this thesis is to investigate the appropriateness of B2B technology transfer in developing countries, particularly in Thailand. This study seeks an understanding of how Thai culture affects the appropriateness of B2B technology adoption for inter-firm communication in Thailand. A research model was developed for investigating this issue via a strategic fit lens. The proposed model extended the Task-technology fit (TTF) model by Goodhue and Thompson (1995) by integrating interorganisational theories and theories of national culture. This research takes the view that, to achieve a high utilisation of B2B technology adoption, firms in developing countries need to adopt effective IT strategies that align with their local environment. Hence, this research proposes that cultural fit is a major influence on the perception of appropriateness of B2B technology adoption in Thailand.

The study was conducted using both qualitative and quantitative approaches. The first study, the qualitative study, was conducted as a preliminary study by interviewing officials in the Thai government and companies in the tourism industry. The objectives were to explore and identify the cultural dimensions that impact on the appropriateness of B2B technology adoption in Thailand. The resulting dimensionalities of cultural fit are: personal relationships; long-term relationships; interorganisational trust; ability to communicate in the English language and materialism. The second study was conducted via a quantitative approach and scales were developed to validate the proposed research model. Data were collected through a survey questionnaire, and analysed by using Structural Equation Modeling with Partial Least Squares (PLS) method.

This study found that cultural fit does influence the appropriateness of B2B technology adoption in Thailand. A better perceived fit between Thai culture and B2B technology results in higher technology utilisation. In addition, the results of moderating effect analysis found that, although task-technology fit had no direct impact on utilisation, task-technology fit did have indirect impact on utilisation by moderating the impact of culture. Nevertheless, the results indicated that task-technology fit still had a greater impact on firms' perceived performance than utilisation.