

THE INFLUENCE OF HIGH PERFORMANCE ORGANIZATIONS CREATIVITY DIGITAL TECHNOLOGY AND COMPETITIVE ADVANTAGES THAT AFFECT THE OPERATIONAL EFFECTIVENESS

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ABSTRACT

The objectives of this research consist of 1) to study the factors of high-performance organizations, creativity digital technology and competitive advantages that affect the operational effectiveness of the Fish Marketing Organization and 2) to create the hypothesis of high-performance organizations, creativity digital technology and competitive advantages that affect the operational effectiveness of the Fish Marketing Organization. This research was to study the causal relationship of variables between high performance organizations, digital technology, creativity, competitive advantages, and the effectiveness of the organization's operations. The results showed that there are variables used in this research, consisting of (1) External Variable, (2) Internal Variable, and (3) Dependent Variable. They are 3 hypothesis. Hypothesis 1 High performance organizations have an influence on organizational operational effectiveness variables. Hypothesis 2 High-performance organizations influence creativity variables. Hypothesis 3 High-performance organizations influence competitive advantage variables

Keywords: High Performance, Competitive Advantage, Creativity, Fish market

INTRODUCTION

The current organizational situation is found to be affected by rapid changes. Both internal and external factors arise from the development of technology and national development policies. As a result, organizations or agencies must constantly adjust to increase their competitiveness. It includes the development of the organization to ensure sustainability in line with future changes, which the modern organization needs to develop advancement of information technology, development of work systems, personnel, and tools. Moreover, there are resource management for maximum efficiency and benefits for organizations. Therefore, they are more conveniently access to customers and production

factors under the quality control framework according to international standards. They will be accepted nationally and regionally, organizations in the future. It tends to be developed into a high-performing organization by modifying the work process in a new way. Responsibility is given to each individual person involved in each task. The whole process from the beginning until the end of the process of such developments needs to pay attention to the development of the abilities of personnel in the organization as well. From the aforementioned factors, leaders or policy makers of the organization need to increase the capabilities of personnel to support competition and develop the organization towards excellence. both in terms of efficiency and effectiveness.

Technological advancement and rapidly changing information systems as a result of globalization causing the government to have to reengineer the operating system by dismantling all the new work systems of the whole organization and bringing what has been developed and improved. It is utilized to increase competitiveness. As well as to adapt the organization to keep up with changes in various environments used with state-owned enterprises which is considered an organization. It plays an important role in helping to develop the country and being a tool in responding to various government policies, both in the development of public service systems, driving the economy and generating income for the country. In addition, the Ministry of Finance is committed to developing the organizational management system and operational efficiency of state enterprises. In order to increase the potential of state-owned enterprises to be equal to international standards and be able to advance into the arena of competition in the world market.

However, the main problem in the administration of Thai state enterprises is that they still adhere to the administration like a bureaucratic system. They have multiple chains of command and redundancy in some government organizations. If considered from the objectives of organizing both state enterprises, it is to be able to issue administrative regulations more flexibly than the bureaucratic system. as well as some representatives from the Ministry of Finance. It came from the government and still used the system and regulations of the government to operate (Phakdeesorawit, 2020). The management of agricultural products of state enterprises in the agricultural sector is an operation according to the government's program specified in each era. There is no development or use of technology to develop a concrete organization. As well as the development and promotion of adding value to agricultural products that are still lacking clarity. Although there is a comprehensive care organization.

But it lacked integration and was not as successful as it could have been. In addition, at present, state enterprises in the agricultural sector do not have a good agricultural product management structure and continuous commercial business. It includes the lack of linkage among state-owned enterprises, reducing operating costs and redundancy in managing agricultural products in both the public and private sectors. Moreover, it lacks personnel who specialize in budgeting information technology systems for the care of each type of agricultural product. In addition, the implementation of the mission of each state-owned enterprise in agriculture. It is not directly related to creating added value for agricultural products. Because the government has not put in place a policy for operations in this section for state enterprises in the agricultural sector to operate with a systematic continuity. As a result, the state-owned enterprises rely on and adhere to most of the government's systems and regulations as well as interference from political parties which affects the management of that state enterprise (Phakdeesorawit, 2020).

From the aforementioned problems, if considered, it can be seen that Thailand is an agricultural city and the main business of the country is also the export of agricultural

products. This makes it necessary to bring state-owned enterprises involved in the agricultural sector to consider their roles and responsibilities. As well as developing guidelines for the operation of state enterprises with agricultural missions to be up to date and correct in accordance with good governance principles and changing the internal structure of the organization. By adopting the principles of management of a high-performance organization focuses on customers and results. It also places emphasis on decentralization, organizational structure, and mechanisms for providing a variety of services. It makes the organization more independent and provides opportunities for alternatives in the semi-competitive economy in the market. Moreover, it can apply the concept of management of the private sector to operate in the public sector to be more efficient.

Such importance makes the researcher who has a duty to work related to the Fish Marketing Organization. Therefore, there is an interest to study the influence of high-performance organizations, creativity digital technology and competitive advantages that affect the operational effectiveness of the Fish Marketing Organization. Ministry of Agriculture and Cooperatives is consistent with the mission, goals and policies of the Fish Marketing Organization who want to improve organizational performance and financial status with digital technology for efficiency creativity have a competitive advantage and be able to develop the organization for sustainable effectiveness.

Research objectives

1. To study the factors of high-performance organizations, creativity digital technology and competitive advantages that affect the operational effectiveness of the Fish Marketing Organization.
2. To create the hypothesis of high-performance organizations, creativity digital technology and competitive advantages that affect the operational effectiveness of the Fish Marketing Organization.

Research scope

The researcher has defined the scope of the research as follows.

1. Scope of content

This research was to study the causal relationship of variables between high performance organizations, digital technology, creativity, competitive advantages, and the effectiveness of the organization's operations. It is analyzed by the structural equation model (Structural Equation Model-SEM) using the LISREL (Linear structure relationship) program.

2. Scope of variables

There are variables used in this research, consisting of (1) External Variable, (2) Internal Variable, and (3). Dependent Variable, details as follows.

2.1 External Variable (Independent Variable) is 1) High Performance Organization consists of 7 variables, namely leadership, vision and strategy setting, knowledge management, process management, personnel development, focusing on stakeholders and focusing on performance and 2) digital technology, consisting of 4 variables, which are driven by the environment, readiness for a digital organization in, the use of digital media technology and the use of digital information.

2.2 Internal variables are: 1) creativity consists of 4 variables: Initiative, Fluent thinking and Flexibility and Meticulous thinking and 2) Competitive advantage consist of 4 variables: cost leadership, differentiation, focus and quick response.

2.3 Dependent Variable is the operational effectiveness of the organization consisting of 4 variables: budget and resource perspectives, employee perspective, internal process perspective and a learning and development perspective.

3. Population scope

The population used in this research was personnel working under the Bangkok Fish Marketing Organization, Samut Prakan Fish Bridge Organization, Samut Sakhon Fish Bridge Organization and Nakhon Si Thammarat Fish Market Organization at 817 people.

4. The scope of the location is the Bangkok Fish Marketing Organization office, Samut Prakan Fish Bridge Organization, Samut Sakhon Fish Bridge Organization and Nakhon Si Thammarat Fish Bridge Organization

LITERATURE REVIEW

Concepts, theories about variables that affect the operational effectiveness of the Fish Marketing Organization

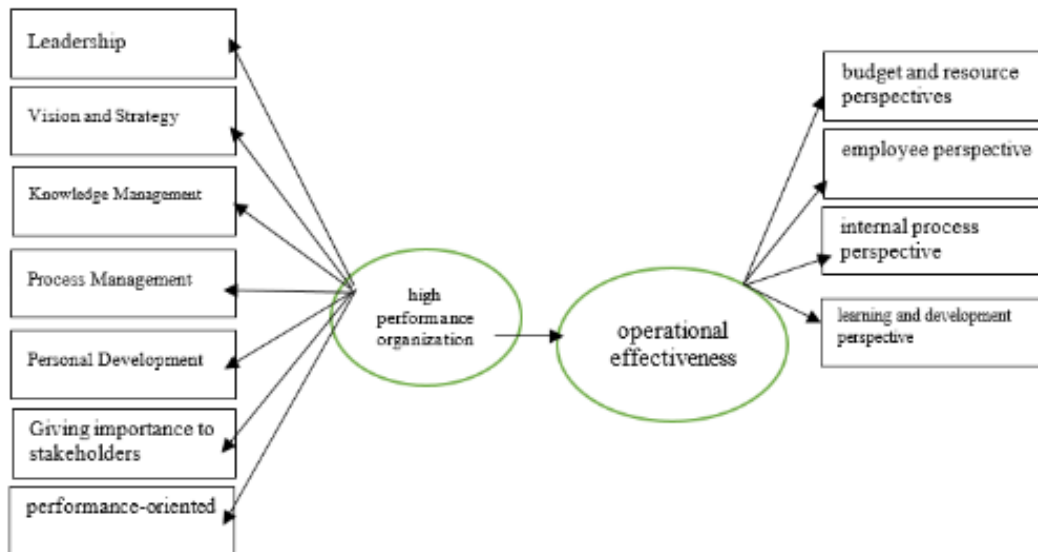
A business organization has an important goal that is to maximize profits to nurture the organization to grow and operate. But due to the constant exposure to risks arising from changes in the external environment and the days are becoming more and more severe. Each organization must adjust its management strategy to meet the current changes. If you are aware of the changes that occur, you will be able to adapt to accommodate opportunities and prepare a plan to deal with obstacles. They will encounter any organization that can adapt faster. They will be the leader in the arena and will be able to survive during the economic crisis. Agility is an organization management concept in response to dynamic changes. It is the notion of flexibility that is linked to speed, both in terms of detecting and responding to business opportunities and threats (Mao, Liu, & Zhang, 2015). Many organizations also overlook the importance of these issues. Trapped in past success not susceptible to changes. If the business sector knows the concept of organizational flexibility and adapts it to each context. Inevitably, it will drive the organization to have good business results both now and in the future, (Tokha and et al., 2021).

Concepts, theories on operational effectiveness of the Fish Marketing Organization

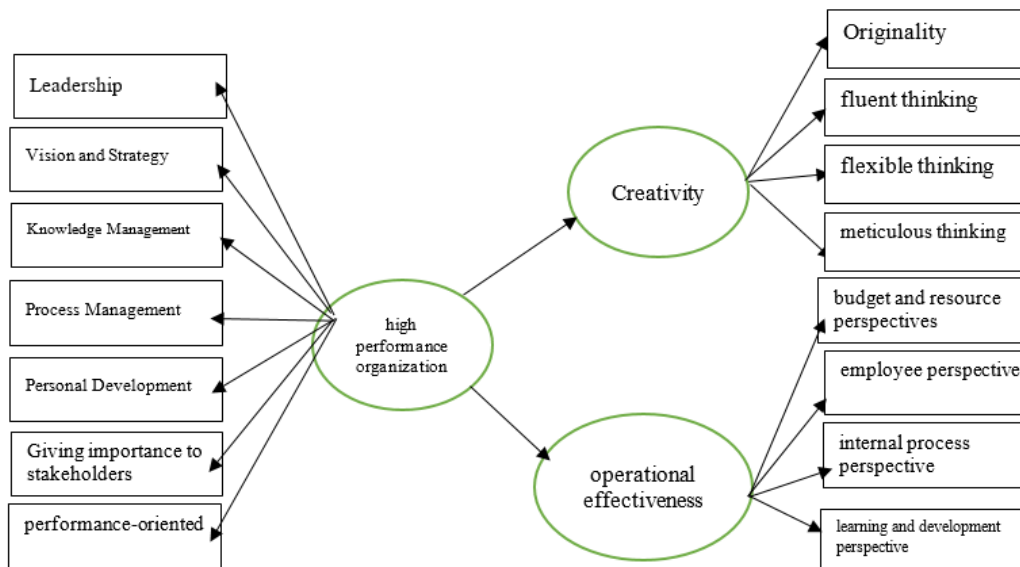
Personnel or human resources are elements that are critical to the success of an organization. This is because for an organization to achieve its goals successfully, it must rely on personnel with competence that is suitable for the vision, mission, and goals of the organization. That is, personnel must have the knowledge, skills, abilities, and characteristics necessary for the operation. In addition, there must be cooperation and work as a team effectively. Causing the greatest benefit to the nation (Mungdee, 2021) in the management for the organization to succeed and achieve the goals as specified. Efficient use of available resources in an organization is of paramount importance. Organizational resources include people, money, materials, and technology. They are the important factors. However, people are always an important factor that will bring success to an organization.

3. Results

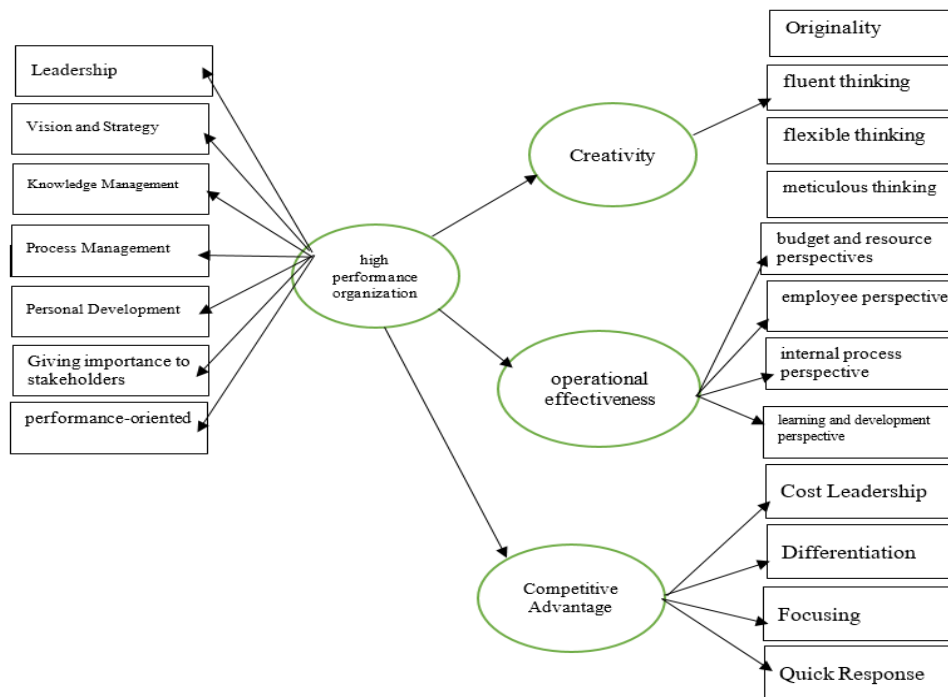
Hypothesis 1 High performance organizations have an influence on organizational operational effectiveness variables.



Hypothesis 2 High-performance organizations influence creativity variables



Hypothesis 3 High-performance organizations influence competitive advantage variables



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