

19. Country Report of Thailand¹

19.2 Current Status of Women Entrepreneurs of Thailand

This overview findings are from 1) the relevant contents studies from policy to other studies, and 2) from the 10 women entrepreneur leaders from five regions of Thailand (North, Northeast, Central, South, and East). The simple e-questionnaire together with the phone interview was used. For the case study in-depth study, the Line VDO call was also used. Some of its findings are integrated as follow.

The General Positive Policy Contexts

Digital Economy is one among the main mission of the country. The establishment of digital parks for SMEs is intended to finally drive local companies to enter into Industry 4.0, or the fourth industrial revolution, in order to digitize the manufacturing sector. Especially in Thailand today, the entrepreneurship activities among men and women are almost equal. There are many businesses which are run by women, and the rate of entrepreneurship among females is higher than males. The total entrepreneur activity rates of women and men are 21% and 17% respectively².

Entrepreneurialism is recognized as being an important contributory factor in the development of Thailand as well as in ASEAN. Thai women now outnumber men as business owners” and are at the forefront of owning businesses. There were approximately 2,500,000 small and medium enterprises (SMEs), which compose 99 % of all enterprises in Thailand and nearly half of the figure were women. Interestingly, women entrepreneurs in Thailand, particularly in the Start Ups and SMEs. Numbers have increased in all parts of the country besides from Bangkok. Currently found female population around 47% of the country’s workforce, which makes up the highest percentage of working women in the region of the Asia-Pacific. However, these women are still confronted with many challenges such as hiring discrimination, gender inequality in relation to wages, etc. Some of the general challenges are shown as below in table 33.

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² <http://www.entrepreneur.com/article/227163>

Table 1. General Challenges of Thai Women Entrepreneurs

Gender and Division of Labour	Mean (\bar{X})	SD
The primary role of a woman is to be a mother and housewife	3.41	1.17
Culturally, women are expected to take care of household duties and child care	3.50	1.13
Men are the primary income earners for the family	3.15	1.22
Women should depend on men and husbands to make a decision	2.56	1.10
Women should follow men's footsteps whether right or wrong	2.00	1.04
House work is for women only	2.10	1.06
Overall	2.78	

Source: https://en.wikipedia.org/wiki/Women_in_Thailand

The overview of the Thai women entrepreneurs demographic.

Found Some High Light Findings as Follow

The general characteristics of Thai women entrepreneurs found most of the women opened their business below the age of 30 (60.0%), with 27.5% doing so between 30-35 and the remaining 12.5% from 35-40. Anyhow from the contextual analysis found that their ages will keep decreasing due to the start up business style.

Type of business found most of the businesses were small-scale in nature, with 86.3% having from 1-9 employees, 10.0% from 10-49 employees and the remaining 3.8% with 50 or more employees. Most of their businesses was mostly involved in services (87.5%). 23.8% of businesses were involved with clothing and accessories, 6.3% in hotels and services, 33.8% in restaurants and food and the remaining 36.3% in other areas. Most of the women were part-time managers of their businesses: 11.3% worked less than 6 hours a week, 42.5% from 7-10 hours and 46.3% more than this amount. Most of them started the business themselves (70.0%); while 15.0% inherited it from their family, 11.3% had bought it and 3.7% other situations.

The overview attitude of the Thai women entrepreneurs toward ICT relevant to entrepreneurship.

Found a Very Significant Findings as Follow

They are mostly admit that ICT must be used to help their business especially about their marketing outlet, their PR, and others.

They feel more possible to create or to build up their own family business and let their kids to help or even any youth nearby. (Reema Thakur, John Walsh, 2013, CCDKM with USO ICT Community Center, 2015).