

INNOVATIVE COMPETENCY MODEL OF THAI BANKING IN DIGITALI ECONOMY

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Abstract:

The objective of this study is to develop the innovative competency model of Thai banking in digital economy. This research is quantitative in nature; data were collected through a questionnaire, which was distributed to a sample of respondents from the top five commercial banks in Thailand. Structural equation modelling (SEM) was used for data analysis. The research results indicate the innovative competency model that influence the competitive advantage of Thai banks. The innovative competency model is consisting of creative climate, staff competency, and knowledge transfer.

Keywords: innovative competency, knowledge transfer, digital economy, banking industry