

FACTOR AFFECTING INNOVATION IN THE FROZEN FOOD INDUSTRY

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Abstract:

The main purpose of this research is to study the factors affecting innovation in the frozen food industry in Thailand. The methodology in this research is composed of three steps; (1) literature review (2) in-depth interviews and (3) analysis and conclusion. The article reviews the literature relating to market orientation and technological innovation and develops the concept of factor affecting innovation in the frozen food industry. A conceptual model is presented and discuss for future research.

Keywords: technological innovation, product innovation, process innovation, market orientation, frozen food industry