Causal Factors Influence the Cybersecurity Readiness Capability for Small and Medium Enterprises in Thailand

Wilas Witheeprai
Sripatum University, Thailand

Prasan Wongkitisopon
Sripatum University, Thailand

Chanapatt Pattaramaetakul
Sripatum University, Thailand

Prasong Praneetpolgrang
Sripatum University, Thailand

Abstract:

Small and medium enterprises (SMEs) play a vital role in driving Thailand's economy. As the global economy transitions into the digital era, SMEs inevitably face risks from cyber threats. Therefore, preparing SMEs to handle cyber risks is essential. This study aims to analyze the causal influence of people, process, and technology readiness factors on SME cybersecurity readiness. By integrating the people-process-technology framework with the resource-based view, this research employed a quantitative methodology, collecting questionnaires from a sample of SMEs across four business sectors (trade, service, manufacturing, and agribusiness), totaling 313 samples. The probability-proportional-to-size method was used to determine the sample distribution in all business sectors. Data were analyzed using structural equation modeling (SEM) with Jamovi 2.6.44. The research findings indicate that technology readiness is the most influential factor affecting cybersecurity readiness, followed by process and people readiness. These results underscore the importance of adopting advanced technologies to enhance SME efficiency, thereby helping managers make informed strategic and operational decisions.