

Implication of AI Technology on Thailand's Economic Growth & Productivity

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- Artificial Intelligence (AI) technology has advanced its capability rapidly, especially the massive adopted Generative AI. The adoption of AI technology has economic implications for the country's productivity. The extent to which AI can be incorporated to boost productivity depends on the speed and scope of AI adoption by businesses, workers, and government agencies. The interlinkage between the human workforce and AI technology plays an important role in raising labor productivity. Thailand is in an early stage of AI technology adoption with a few studies on AI impacts on the Thai economy and labor market such as Sutivong (2024).
- This study follows how Chui et al (2023) estimates economic values of Generative AI utilization by categorizing sources of benefits based on business functions, ordered from high to low economic values as marketing and sales, customer engagement, research and development, and software engineering. Then, the Total Factor Productivity (TFP) is estimated by utilizing the firm-level datasets from the Business and Manufacturing Industry Census, along with the Labor Force Survey to understand the labor market insights.
- Policy recommendations are to support the country's national strategy's goal: boosting the AI ecosystem's collaboration and raising the country's competitiveness.