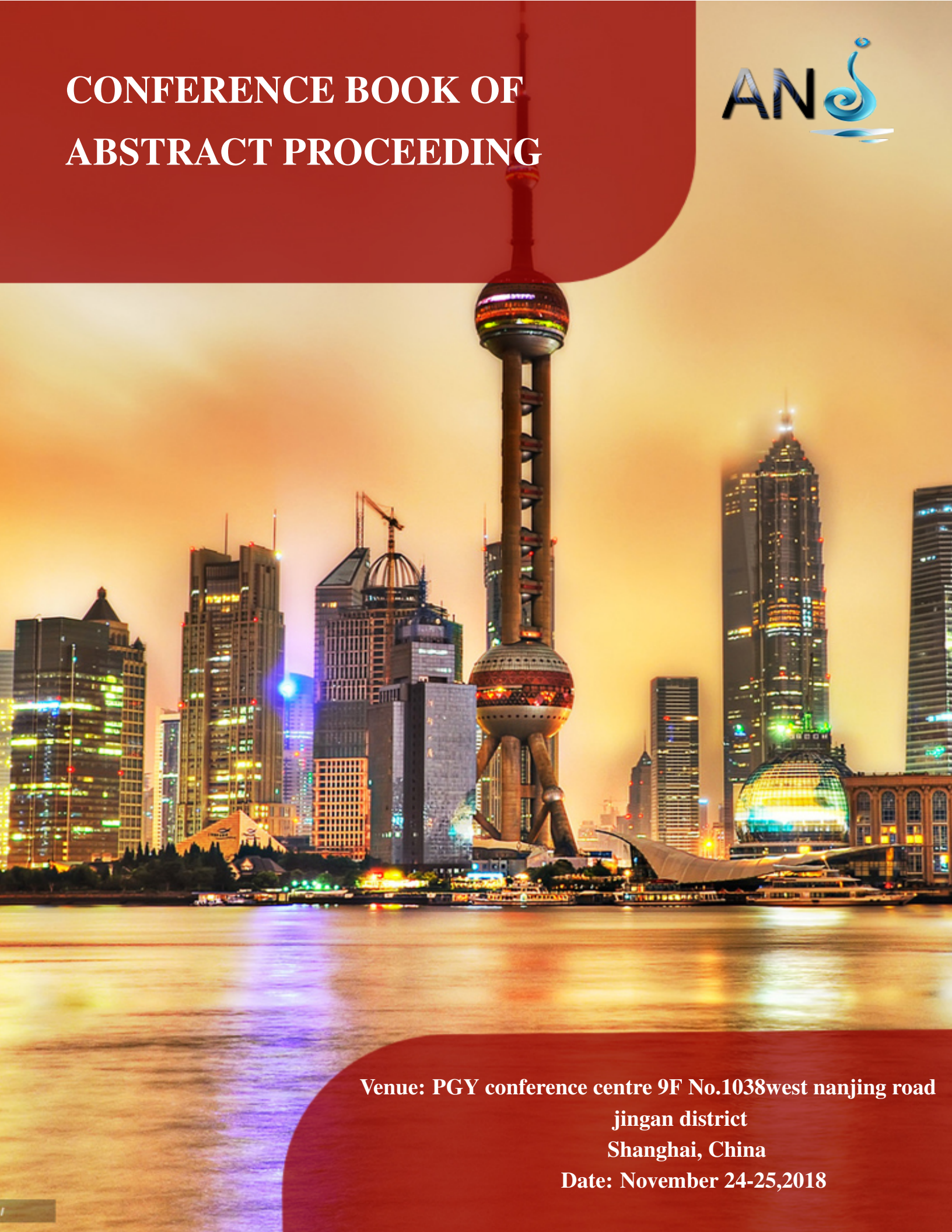


# CONFERENCE BOOK OF ABSTRACT PROCEEDING



Venue: PGY conference centre 9F No.1038west nanjing road  
jingan district  
Shanghai, China  
Date: November 24-25,2018

# Our Partners





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# Book of Abstracts Proceedings

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Conference Chair

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Conference Supervisor

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## CONFERENCE TRACKS

- Social and Community Studies
- Arts
- Humanities
- Civic and Political Studies
- Cultural & Global Studies
- Environmental Studies
- Organizational Studies
- Educational and Communication Studies
- Economics, Finance & Accounting
- Business and Management Studies
- Computer and Software Engineering
- Mechanical & Metallurgical Engineering
- Electrical & Electronics Engineering
- Civil Engineering
- Bio-Technology & Food Technology
- Chemistry & Chemical Engineering
- Physical, Applied and Life Sciences
- Interdisciplinary
- Medical and Health Sciences
- Paramedical Sciences
- Medicine Sciences
- Biological and Life sciences
- Veterinary Medicine and Sciences
- Food Science & Nutrition
- Agricultural sciences
- Interdisciplinary



## CONFERENCE CHAIR MESSAGE

**Dr. Vincent W Ho**

“International Conference of Akademiika Nusa Internasional ” is a platform that thrives to support the worldwide scholarly community to analyze the role played by the multidisciplinary innovations for the betterment of human societies. It also encourages academicians, practitioners, scientists, and scholars from various disciplines to come together and share their ideas about how they can make all the disciplines interact in an innovative way and to sort out the way to minimize the effect of challenges faced by the society. All the research work presented in this conference is truly exceptional, promising, and effective. These researches are designed to target the challenges that are faced by various sub-domains of the social sciences, business and economics, applied sciences, engineering and technology, health and medical sciences.

I would like to thank our honorable scientific and review committee for giving their precious time to the review process covering the papers presented in this conference. I am also highly obliged to the participants for being a part of our efforts to promote knowledge sharing and learning. We as scholars make an integral part of the leading educated class of the society that is responsible for benefitting the society with their knowledge. Let’s get over all sorts of discrimination and take a look at the wider picture. Let’s work together for the welfare of humanity for making the world a harmonious place to live and making it flourish in every aspect. Stay blessed.

Thank you.

Dr. Vincent W Ho

Conference Chair

Email: [Conferencechair.ani@gmail.com](mailto:Conferencechair.ani@gmail.com)



## **CONFERENCE SECHDULE**

**ANISSH-2018**

**Venue: PGY Conference Centre 9F No.1038 West Nanjing Road Jingan District**

**Time: Registration & Kit Distribution (09:00 am - 09:20 am)**

**Day: Saturday**

**Date: November 24, 2018**

**Venue: Room 1**

09:20 am - 09:30 am	Introduction of Participants
09:30 am - 09:40 am	Inauguration and Opening address
09:40 am - 09:50 am	Grand Networking Session

**Tea/Coffee Break (09:50 am –10:00 am)**



**DAY 01 Saturday (November 24, 2018)**

**First Presentation Session (10:00 am - 12:30 pm)**

**Venue: Room 1**

**Session Chair: Putjai Indrani**

<b>Presenter Name</b>	<b>Manuscript Title</b>	<b>Paper ID</b>
<b>Track A: Business, Management &amp; Economics Studies</b>		
Anuch Nampinyo	The Implementing Medium (E-Market Place) Used to Manage the Logistics Industry	IRDSSH-118-ANI101
Jaturong Ploenhad	The Factors Affecting Administration and Management of the Cargo on the Plane	IRDSSH-118-ANI102
Suwat Nualkaw	The Logistics Developed to Optimize Sales and After-Sales Services and Retail the Convenience Store	IRDSSH-118-ANI103
Preecha Wararatchai	Marketing Strategy Development for Civil State Shops in Nakhon Pathom Province, Thailand	IRDSSH-118-ANI104
Bundit Phrapratanporn	Marketing Strategies Affecting Customers Purchasing Decision on Product at Civil State Shop in Udon Thani Province, Thailand	IRDSSH-118-ANI105
Thun Chaitorn	Marketing Strategy Affecting Working-Age Customer Loyalty of Organic Products Store in Phutthamonthon District, Nakhon Pathom Province, Thailand	IRDSSH-118-ANI106
Dr Chairit Thongrawd	Factors Affecting Business Management of Fruits Selling Entrepreneurs in Nakhornpathom: A Case Study of Pathommongkol Market	IRDSSH-118-ANI118
Juraporn Pormsakanasakonnakorn	The Influence of Product Quality Management, and Services of Discount Store to Customer Satisfaction in Bangkok and Metropolitan Area	IRDSSH-118-ANI108
Budsayamalee Tanontip	Product Development of Nata De Coco from Jaggery Palm Sugar	IRDSSH-118-ANI109
Prachya Paemongkol	Product Development of Ready- To- Drink Jelly from Jaggery Palm Sugar	IRDSSH-118-ANI110



**DAY 01 Saturday (November 24, 2018)**

**First Presentation Session (10:00 am 12:30 pm)**

**Venue: Room 2**

**Session Chair: Sarawut Putnuan**

<b>Presenter Name</b>	<b>Manuscript Title</b>	<b>Paper ID</b>
<b>Track A: Business, Management &amp; Economics Studies</b>		
Pornkiat Phakdeewongthep	The Application of Saving Algorithm to Vehicle Routing Optimization	IRDSSH-118-ANI111
Chitpong Ayasanond	Application of the Information System Program to Enhance Service Excellence Competency of Securing at Air Transport: Case Study of ABC Company Limited	IRDSSH-118-ANI112
Jureerut Somboon	The Study of the Business Model Related to Local People's Ways of Living for Creating the Sustainable Community Enterprise Role Model : A Case Study of Pure Wild Honey Product at Huay Hin Lad Nai Village, Chiang Rai Province	IRDSSH-118-ANI113
Suntaree Puttiworn	Study of Import-Export (Shipping) Personnels Capacities: A Case Study on International Trading Companies, Thailand	IRDSSH-118-ANI114
Kittiampol Sudprasert	Factors Affecting Decision to Use KTC Credit Card of Consumers in Nakhonpathom	IRDSSH-118-ANI115
Tanasarn Panichayakorn	Factors influencing the level of problem for rail transport supply chain. :A case of transport route from ICD Ladkrabang to Laem chabang port, Thailand	IRDSSH-118-ANI116
Nattaphon Watthanachai	Increasing the Packaging Efficiency for Transport by Lean Concepts: A Case Study of the Packaging For Transport Fighting Fish	IRDSSH-118-ANI107
Sudarat Pimonratanakan	Change Management, Human Capital Development, Business Partner, Competitive advantage for Orchid enterprises	IRDSSH-118-ANI119
Benjabhon Mee-ngoen	Innovative Organization: Innovative Organization Development Model in Thailand 4.0 of SMEs Manufacturing Industries in Nakhon Pathom Province, Thailand (Phase 1)	IRDSSH-118-ANI120
Pongtep Phudetch	Causal Factors Development Suppliers That Influence Supply Chain and Affect the Performance of the Suppliers. Local Department Store in Thailand	IRDSSH-118-ANI121

**Lunch Break: (12:30 pm - 01:30 pm)**



**DAY 01 Saturday (November 24, 2018)**

**Second Presentation Session (01:30 pm - 04:00 pm)**

**Venue: Room 1**

**Session Chair: Dr Chairit Thongrawd**

<b>Presenter Name</b>	<b>Manuscript Title</b>	<b>Paper ID</b>
<b>Track A: Business, Management &amp; Economics Studies</b>		
Pornpanna Laoprawatchai	Biomass Energy by Rubber Wood at Ranong. The Case Study of ABC Co.Ltd	IRDSSH-118-ANI122
Ampika Laoprawatchai	Development Guidelines for Value Added of Rubber Supply Chain of Rubber Planters in Ranong Province: Case Study of Rubber Farmers in Ranong	IRDSSH-118-ANI123
Bunyaporn Phoothong	The Factors Determining Students' Dormitory Consuming Behaviors and Economic Costs of Students' Dormitory in Phutthamonthon District Nakhon Pathom	IRDSSH-118-ANI124
Kraiwit Sinthukhammoon	The Factors Affecting the Inventory Management of Grocery Store in Bangkok	IRDSSH-118-ANI125
Phirayu Seanbudda	Factors Affecting the Consumer Buying Decision Toward Smartphone in Udonthani	IRDSSH-118-ANI126
Piyamas Klakhaeng	An Application of Forecasting Technique for Process management Case Study of ABC Company Limited	IRDSSH-118-ANI127
Sirion Son-ong	A Study of Factors Affecting to Influence on the Selection of Thai Ornamental Fish Export Service Providers	IRDSSH-118-ANI128
Sittichai Pintuma	Study of Improving The Quality of Operations, Appropriate Parties. : A Case of Terminal in Laem Chabang, Thailand	IRDSSH-118-ANI129
Wiriyaa Boonmalert	The Marketing Strategy Development of Cultural Tourism: A Case Study of Thung Bua Daeng Floating Market at Banglane, Banglen, Nakhon Pathom	IRDSSH-118-ANI130
Somyut Rueanggam	Factors Affecting to Decision of Transportation Service at State Railway of Thailand	IRDSSH-118-ANI131



**DAY 01 Saturday (November 24, 2018)**

**Second Presentation Session (01:30 pm - 04:00 pm)**

**Venue: Room 2**

**Session Chair: Dr Chitpong Ayasanond**

<b>Presenter Name</b>	<b>Manuscript Title</b>	<b>Paper ID</b>
<b>Track A: Business, Management &amp; Economics Studies</b>		
Surapong Intapong	Satisfaction and Problems of Farmers Towards Rubber Business in Udon Thani	IRDSSH-118-ANI132
Boonrirk Boonkong	Supplier Selection in Thai Automotive Industry	IRDSSH-118-ANI133
Nit Hathaivaseawong Suksri	Logistecs Service Provider Capability of Entrepreneurs Ramps Palm Oil in Suratthani Province, Thailand	IRDSSH-118-ANI134
Rittikul Khamsaiprom	Factors Affecting Purchasing Decision of Industrial Factories in Nakhon Pathom Province	IRDSSH-118-ANI135
Sarawut Putnuan	Factors Affecting the Decision to Using Ranong Port Transport Service in Ranong	IRDSSH-118-ANI136
Tanawat Wisedsin	Mathematics Model for Container Ship Stowage Configuration Planning Problem	IRDSSH-118-ANI137
Pakornyos Widhayanantananom	Value Chain Management of Ready Coconut Milk, Thep-padungporn Coconut Company Limited	IRDSSH-118-ANI138
Phitphisut Thitart	Service Quality Factors Affecting Trust and Expectation: A Case Study of Chiang Mai international Airport	IRDSSH-118-ANI139
Putjai Indranoi	A Study of Specific Features that Required for Partners that Effected to Operational Efficiency of Custom Clearance: Case Study OOCL Logistic (Thailand) Co., Ltd	IRDSSH-118-ANI140
Marcus Huth	A Decision-Making Framework for the Choice of the Production Line Concept in the Automotive Seat Fabrication	IRDSSH-118-ANI141

**Ending Note: (04:00 pm - 05:00 pm)**



## **Conference Day 02 (November 25, 2018)**

Second day of conference will be specified for touristy. Relevant expenses are borne by Individual him/herself.



***TRACK A***  
***BUSINESS, MANAGEMENT & ECONOMICS STUDIES***





# The Implementing Medium (E-Market Place) Used to Manage the Logistics Industry

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**Keywords:** Implementing, E-Market Place, Logistics Industry.

This Qualitative research aimed to the implementing medium (E-market place) used to manage the logistics industry. Department of Primary Industries and Mines. The purpose is to study the factors that affect the implementation of the electronic marketplace. (E-Marketplace) used in the organization. And study ways to develop or improve system efficiency and effectiveness. This qualitative research by collecting data secondary and data Primary from in-depth interviews executive office logistics industry. Department of Primary Industries and Mines Members and medium systems the data is collected by the two groups. The study indicated that Factors affecting the introduction of electronic systems used in the enterprise market, there are many factors. Management logistics industry. Quality of Service how to use demand model system And most importantly, Factor in Success This requires other factors Involved Guidelines for the development of the system; Has developed a set of guidelines periodically. And problems encountered in doing business electronic commerce. Most of the problem of lack of trust in the buying or selling. The lack of legal support in business. Lack of information on the decision to buy or sell. And lack of expertise It also found that this form of electronic commerce undertaken by the private sector will have a relatively high chance of success than a form of electronic commerce undertaken by the government.

# The Factors Affecting Administration and Management of the Cargo on the Plane

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**Keywords:** Affecting administration, Cargo, Plane

This Qualitative research aimed to The factors affecting the management of the cargo on the plane is a qualitative research. Using data collected by collecting literature data. Monthly Report Annual Report and Data were collected by interviews and insights from executives of the two systems to handle cargo area. Cargo and Mail Commercial Department The practical work at the airport. To get the relevant information to support the purpose of research. The results showed that the factors affecting the management of cargo space on planes that are relevant factors into these key factors are the internal factors, which are factors that can be controlled and modified. And external factors this is a factor that cant be controlled. The environmental impact of freight space. The factors that impact can cause to the problem. Cause problems and improve the various circumstances that have changed over time. The Analysis was conducted on their part. Division cargo area Cargo and Mail Commercial Department The data and information gained from interviews with employees at the management level and some data from the document and report on data. Such as Cargo & Mail Commercial Department, Catering Department, Technical Services Department, Ground Support Equipment Services, Grand Customer Services.

# The Logistics Developed to Optimize Sales and After-Sales Services and Retail the Convenience Store

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**Keywords:** Logistics Developed, Optimize Sales, Retail, Convenience Store.

This Qualitative research aimed to logistics Development to study the efficiency of the business, sales and after-sales services and retail trade by studying the "Company sells and provides after-sales services and retail outlets to the 7-11." The research is to study the development logistics Research to use such a strategy. To drive the business to business sales and after-sales services and retail. The convenience store efficiently. The researchers chose to model the Company Limited, a company selling equipment and services to retail convenience store 7-11. The study was based on interviews with the main tool to collect data. By asking open-ended (Open-Ended Question) interviews with the management. and staff associated The interviewed executives And officials associated with the company's business model and limited to the study of documents related to the development process Logistics whether the process from procurement, warehousing, transportation to education about the technology, the company simulated limit used. Corporate development made aware of the following process steps in the operation. Such as Warehouse logistics department, purchasing department, IT department or abroad.

# Marketing Strategy Development for Civil State Shops in Nakhon Pathom Province, Thailand

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**Keywords:** Marketing Service Strategy, Marketing Competition, Civil State Shops, Nakhon Pathom Province

The research project on "Marketing Strategy Development for Civil State Shops in Nakhon Pathom Province, Thailand" with the purpose of analyzing the situations of market competition and marketing service strategy of civil state shops public, Nakhon Pathom province and analyzing market services strategy that affect the decision-making to purchase the products at civil state shops, Nakhon Pathom province. The population for this study was the executive or those associated with the business operations of civil state shops and also store employees, civil government leaders in the community and people in the community around 30 people for the purpose of collecting information by group interviews. This study was using data analysis technique to determine a group of important topics and the important concept of research issues. The study results from the marketing strategy analysis of civil state shops, Nakhon Pathom province found that the important factors that civil state shops have to consider are the cleaning of the product, control the production and an expiration date clearly. Together with the product have many types to choose according to their needs. Because it was affect their decision to buy the product. However, the expansion of new style modern shops was the barrier to the business. Therefore, civil state shops should increase the efficiency of business management in order to develop the modern shops. The design of the store and the product placement organized into categories for the sake of convenience to buy for customer. Also there should consider having the product price clearly, together with the pricing of goods should be based on the quality and services to meet the needs of expectations of the target customers of all levels. In addition, if the civil state shops could publicize by promoting sales activities, providing a discount on the price of goods will help stimulate sales, more than ever before.

# Marketing Strategies Affecting Customers Purchasing Decision on Product at Civil State Shop in Udon Thani Province, Thailand

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**Keywords:** Marketing Service Strategy, Marketing Competition, Civil State Shops, Udon Thani Province, Thailand

The research project on "Marketing Strategies Affecting Customers Purchasing Decision on Product at Civil State Shop in Udon Thani Province, Thailand" with the purpose of analyzing the situations of market competition and marketing service strategy of civil state shops public, Udon Thani province and analyzing market services strategy that affect the decision-making to purchase the products at civil state shops, Udon Thani province. The population for this study was the executive or those associated with the business operations of civil state shops and also store employees, civil government leaders in the community and people in the community around 30 people for the purpose of collecting information by group interviews. This study was using data analysis technique to determine a group of important topics and the important concept of research issues. The study results from the marketing strategy analysis of civil state shops, Udon Thani province found that the important factors that civil state shops have to consider are the cleaning of the product, Because the product is available in a variety of formats and sizes. Products are standard quality. Product modernization and the local identity. The factors that influence the decision to buy the product. However, due to the expansion of the modern business obstructing the business. Therefore, fair pricing aligns with customer perceptions of price and quality. Have a clear price tag. Should celebrate the price reduction. Points for points to buy. Souvenirs at festivals. Additional payment options by credit card. Adding channels to familiar customers such as online channels. To be easily accessible. Nowadays, there are more online shopping habits. The emphasis is on training the sales staff to interact with customers better. To provide a standardized service process. Accurately and quickly the emphasis is on cleanliness and safety. Therefore, it is important to influence the decision to buy goods in the public.



# Marketing Strategy Affecting Working-Age Customer Loyalty of Organic Products Store in Phutthamonthon District, Nakhon Pathom Province, Thailand

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**Keywords:** Marketing Strategy, Customer Loyalty, Organic Products Store, Nakhon Pathom Province, Thailand

The purposes of the research project "Marketing Strategy Affecting Working-Age Customer Loyalty of Organic Products Store in Phutthamonthon District, Nakhon Pathom Province" were (1) to survey the characteristics of organic products customers, purchasing behavior, service marketing strategy and customer loyalty among working-age customers of organic products store in Phutthamonthon district, Nakhon Pathom province. (2) to analyze factors affecting customer loyalty among working-age customers of organic products store in Phutthamonthon district, Nakhon Pathom province. (3) to provide suggestions for improving the marketing strategies affecting customer loyalty among working-age customers of organic products store in Phutthamonthon district, Nakhon Pathom province. The sample size was the customer with aged between 25-59 years at organic products store in Phutthamonthon district, Nakhon Pathom province who have bought organic agricultural products more than 2 times in the past 6 months and it is about 246 samples in order to collect questionnaire data to analyze quantitative data. This research conducted interviews with groups (Focus Group) consists of 5 samples of working age customers group and operators of shops selling organic agricultural products were 5 samples for analyzing qualitative data. The results showed that the sample group of working-age customers was mostly female, between 26-35 years old, with the undergraduate education, with the average income 15,001- 30,000 THB per month. Majority of them were private company or employees. They mostly purchased organic rice for consumption. They purchased organic products from supermarkets. They spent 101-300 THB per purchase. They hardly purchased organic farmed production. Time to purchase was not specific. The influential person over the purchase was family members. The main reason to purchase was mostly for health care. The working-age customers were most concerned in the service marketing strategy in overall aspects at the high level. It was found that the working-age customers rated the most important factors for production followed by place and time, people, price, physical evidence, process, and promotion and education respectively. In addition, the working-age customers were most concerned in the customer loyalty in overall aspects at the high level. The most important the customer loyalty was positive attitude followed by repeated service and word of mouth respectively. Suggestions for this research were the entrepreneurial organic agricultural shops and agencies with direct responsibility, such as organic farming association, ministry of Agriculture and Cooperatives, Bangkok Commercial offices. The findings could be applied in strategic planning, market integration to be suitable to serve working-age customers, as well as create customer satisfaction, providing customers with confidence towards goods and services received. As a result, the image of organic agricultural shops improved and inevitably affect to the customer loyalty as well as adding a new customer base.

# **Increasing the Packaging Efficiency for Transport by Lean Concepts : A Case Study of the Packaging For Transport Fighting Fish.**

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**Keywords:** Packaging, Lean concept, Foam packaging, Fighting fish

This paper proposes the method to increase the packaging efficiency for transportation using Lean concepts: It focuses on the case study of the packaging of transport Fighting fish. Problems of packaging for transportation are not strong and do not meet the value of transport. This research aims: 1. to study the process and effect of packaging for transporting of fighting fish and 2. to study the modification of packaging to transport fighting fish effectively. The research consists of studying the effects of paper box packaging to transport, collecting data, analyzing of the cause of the problem by adopting Lean concepts to apply with the eight types of waste technique to solve the problem by changing the packaging. The study indicated that changing the packaging from paper box to the foam packaging is helpful for transport. The foam packaging minimizes the damage of fighting fish 100 percent as this can protect the whole product kept in the transportation without affecting to packaging for transport. It also helps to increase the area of the enclosure to put more products and to decrease the time for organizing the products; as a result, it increases the transport efficiency.

# **The Influence of Product Quality Management, and Services of Discount Store to Customer Satisfaction in Bangkok and Metropolitan Area**

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**Keywords:** Discount Store, Customers, Products Quality Management And Services.

In this thesis, the researcher investigates the influence of products quality management and services of discount store consists of products quality management, services of discount store to the customer satisfaction in Bangkok and metropolitan area. Data were collected from 400 customers in Bangkok and metropolitan area overall 6 provinces. The data collected were analyzed using a computer software through statistical applications for multiple regression analysis. The finding showed that the influence of products quality management and services of discount store affected positively to the customers satisfaction in Bangkok and metropolitan area at the statistically significant level of 0.05.

# Product Development of Nata De Coco from Jaggery Palm Sugar

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**Keywords:** Nata De Coco, Jaggery Palm Sugar.

The purposes of this research are 1) To study the standard formula of Nata de Coco product from jaggery palm sugar. 2) To study the appropriate ratio of jaggery palm sugar and water in the product recipe. 3) To study the quality of Nata de Coco product from jaggery palm sugar. 4) To study the consumer acceptance to Nata de Coco product from jaggery palm sugar. According to studies, it has been found that basic formula of instant drinking jelly from jaggery palm sugar, formula 2 has the physical appearance as follows; the medium yellow color is appealed with no scent, sticky and moderately elastic. The appropriate ratio of jaggery palm sugar and water to produce Nata de Coco from jaggery palm sugar is 1: 1 to replace the amount of coconut water. Physical analysis Nata de Coco from jaggery palm sugar showed that it has 1.50 centimeters of thickness, 830 grams of weight, 4.80 pH level and 11 Brix of sweetness. The chemical analysis of the product showed that 100 grams of an example of Nata de Coco from jaggery palm sugar had the energy of 133 kilocalories, 32.80 percent of carbohydrate, less than 1.25 percent of protein, 0.21 percent of fat, 67.00 percent of moisture content and 0.69 percent of fiber. And after the study of the shelf life in glass bottles, the product can be stored for 22 days at a temperature of 8 ± 2 °C. Nata de Coco from jaggery palm sugar also had *Clostridium perfringens* ≤ 10 CFU / g total plate count ≤ 10 CFU / g Yeast and Mold ≤ 10 CFU / g. *Salmonella* spp., *Staphylococcus aureus* are not found in Nata de Coco product. Consumers are willing to accept product development of Nata de Coco with jaggery palm sugar at 100 percent.

# Product Development of Ready- To- Drink Jelly from Jaggery Palm Sugar

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**Keywords:** Ready- To- Drink Jelly, Jaggery Palm Sugar, Carrageenan, Coconut Jelly

The purposes of this research are 1) To study the standard formula of ready to drink jelly product from jaggery palm sugar. 2) To study the proper quantity of palm sugar over white sugar in the product recipe. 3) To study the proper quantity of carrageenan affecting the texture of ready to drink jelly product from jaggery palm sugar. 4) To study the proper quantity of coconut jelly affecting the texture of ready to drink jelly product from jaggery palm sugar. 5) To study the quality of ready to drink jelly product from jaggery palm sugar. 6) To study the consumer acceptance to the ready to drink jelly product from jaggery palm sugar. According to studies, it has been found that basic formula of ready to drink jelly from jaggery palm sugar, formula 2 has the physical appearance as follows; the light brown color is stable with palm sugar scent, sweet, elastic, medium water. Jaggery palm sugar is used to substitute the total white sugar content in the product at 60%. Carrageenan content affects the texture of jaggery palm sugar jelly at 5%. And coconut jelly affects the texture of ready to drink jelly from jaggery palm sugar at 15 percent. Physical analysis of ready to drink jelly product from palm sugar has the following color values: Hue level is at 2.5Y, value level is at 9 and Chroma level is at 2, the pH level is at 6.8 and sweetness level is at 18 Brix. The chemical analysis of the product showed that 100 grams of an example of ready to drink jelly from jaggery palm sugar had the energy of 50.8 kilocalories, 12.7 percent of carbohydrate, 0.20 percent of protein, 0.24 percent of fiber, 87.1 percent of moisture content and 0.24 percent of ash. And after the study of the shelf life in tightly sealed polyethylene containers, the product can be stored for 12 days at a temperature of 8 ± 2 C. The microbiological analysis of the product showed that the palm sugar jelly drink had a *Clostridium perfringens* ;10 CFU / g Total Plate Count 30 CFU Yeast and Mold ;10 CFU / g, *Salmonella* spp., *Staphylococcus aureus* are not found in palm sugar jelly. Consumers are willing to accept product development of ready to drink jelly from jaggery palm sugar with 98.00 percent.

# The Application of Saving Algorithm to Vehicle Routing Optimization

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**Keywords:** Saving Algorithm, Nearest Algorithm, Transportation Routing, Routing

This research aimed to reduce the transportation distance. The company used this case study was small and medium enterprise. The company is a plastic manufacturer. This plastic is a synthetic polymer. Plastic products of the company are plastic film. Plastic packaging is plastic film sandwiched between two layers of laminate or more for fresh food, dry food, chemical fertilizers, plastic rolls against drinking cup lid. Data collection started from January 1, 2018 to June 30, 2018. It was found that there were 9 regular customers, so the samples of this research were 9 customers. The scope of this research does not consider the possibility of loading cargo as a variable in the transportation routing. Research process, it started to study detailed customers, shipping conditions, creating a saving distance table, transportation routing by using Saving Algorithm, Nearest Algorithm, Excel Solver, SN Algorithm (Saving Algorithm mixed with Nearest Algorithm) and comparison of transportation routing results. The research showed that transportation routing by using Excel Solver and SN Algorithm had the shortest distance and was 379.4 km. This company used Nearest Algorithm to transportation routing. Result of transportation routing by using Nearest Algorithm was 403.8 km. Therefore, transportation routing by using SN Algorithm can reduce the distances 24.4 km or 6.04%.

# **Application of the Information System Program to Enhance Service Excellence Competency of Securing at Air Transport: Case Study of ABC Company Limited**

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**Keywords:** Application, Information System, Service Excellence, Air Transport

This research aims to investigate the application of information system program to enhance service excellence competency of securing at air transport; case study of ABC Company Limited. The distribution of paper based on 216 questionnaires was a convenience sample among customer involvement, partnership management and firms supply performance in the air transport. The research instruments were both open and close ended questions. For data analysis, descriptive statistics includes frequency, percentage, mean and standard deviation were applied. The evaluation results of the applications performance, it was found that the overall performance was at the high level with the mean of 3.54 and standard deviation of 0.66. The overall satisfaction of service level was at the high level with the mean of 3.69 and standard deviation of 0.69. For the application of the information system program to enhance service excellence competency of securing at air transport consisted of 5 factors (1) the use of modern information technology with the mean of 3.71 and standard deviation of 0.62, (2) the system that links data to help reduce time with the mean of 3.56 and standard deviation of 0.65, (3) electronic data interchange (EDI) data is transmitted to provide the same standard with the mean of 3.53 and standard deviation of 0.64, (4) use tracking system to check product status with the mean of 3.45 and standard deviation of 0.68, (5) barcode technology improves accuracy, reduces service errors with the mean of 3.43 and standard deviation of 0.69. Based on the results, it can be deemed that the developed system could meet the needs of the users and was in line with the development of the current information system of the securing at air transport.

# **The Study of the Business Model Related to Local People's Ways of Living for Creating the Sustainable Community Enterprise Role Model : A Case Study of Pure Wild Honey Product at Huay Hin Lad Nai Village, Chiang Rai Province**

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**Keywords:** Pure Wild Honey, Community Enterprise, Giant Honey Bees, Asiatic Honey Bees, Sustainable Development-Concept

This research focuses on studying a business model of pure wild honey product from a community enterprise of Huay Hin Lad Nai Village, Chiang Rai Province. The data collection is accomplished by observation and depth interview. The major income of people in this community is mainly gained from the pure wild honey produced by two species of wild bees: Giant Honey Bees and Asiatic Honey Bees. Some of revenue from pure wild honey product is deducted into the two honey funds; The deduction of the sale on the product from Giant Honey Bees is 20 Baht per bottle that cumulatively goes to the fund around 4,000 Baht per year, while the deduction of the sale on the product from Asiatic Honey Bees is counted 30% of the whole revenue that cumulatively goes to the fund around 52,500 Baht per year. The supply chain management of this business emphasizes on creating value to pure wild honey by value added activities in the value chain. In addition, the funds are spent on forest ranging that causes the positive effects toward the bees ways of living, reproducing, including honey producing. This finally leads to the high quality of honey. Consequently, it can be claimed that both the value added activities and the forest ranging are concerned as the important keys to the value added products. As the pure wild honey product business is an outstanding interconnection among business, community and environment being under the sustainable development concept, this business can be a good model for other communities to set up their community enterprises.



# Study of Import-Export (Shipping) Personnels Capacities: A Case Study on International Trading Companies, Thailand

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**Keywords:** Import-Export (Shipping), Personals Capacities, Customs Brokers, Shipping Labours

The research on studying of import-export (shipping) personnels capabilities: a case study on international trading companies is a quantitative research. Propose of this research is to examine factors that related to working abilities of personnel in import-export (shipping)field of international trading companies. Variables have been indicated, which are 1) Independent variables, such as personal factors (sex, age, educational levels, experiences, and working sector); 2) Dependent variables, such as capacity factors, capability factors, knowledge factors, and practicing factors of import-export (shipping) personnel. The result shows that, the percentage of respondents to the questionnaire are female more than male (54% female, 46 % male), 56 % of the respondents are in between 21-30 of age, 56 % have lower and bachelor degree educational levels, and 65% are working as operation officers or messengers. Furthermore, most of the respondents indicated that obtaining customs broker licence is the first indicator (4.72%) for capacity and capability. The second important indicator is resourcefulness and intelligence (4.62%), and the least important indicator is foreign languages and good inter-personal relationship skills. Whereas, on working efficacies, most of the respondents agreed that knowledge on legal and custom regulation is the most important (4.76%), the second most important factors are import-export knowledge, knowledge on dealing with international trading documents, and knowledge on rules and regulations (at equal percentage of 4.72). For shipping practices, most of the respondents admitted to have abilities for negotiation (4.76%), experiences related to import-export (4.72 %), the third is proficient on reading and preparing documents for dispatching (4.68 %), and the least is versatility on work related (4.56%).

# Factors Affecting Decision to Use KTC Credit Card of Consumers in Nakhonpathom

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**Keywords:** Marketing Mix Factors, Lifestyle, Perceived Usefulness, Decision to Use

The study aims at analyzing the marketing mix factors, lifestyle, and perceived usefulness affecting decision to use KTC credit card of consumers in Nakhonpathom. The example used in the study chooses from consumers in Nakhonpathom, selected by using a purposive sampling method of 400 people. A questionnaire was used, with a reliability of 0.907 and the content accuracy was examined by a panel of experts. The statistics used for data analysis were Descriptive Statistics, which included Percentage, Mean, Standard Deviation and inferential statistics, which used in hypotheses testing at the level of significance 0.05 was multiple regression analysis. The results indicated that the majority of participants were female with 31-40 years of age. They completed bachelors degrees, work in private company, and earned average monthly incomes between 20,001 30,000 bahts. The results of hypotheses testing revealed that marketing mix factors and perceived usefulness affecting decision to use KTC credit card of consumers in Nakhonpathom at the significant level of 0.05. However, lifestyle did not affect decision to use KTC credit card of consumers in Nakhonpathom.

# **Factors influencing the level of problem for rail transport supply chain. :A case of transport route from ICD Ladkrabang to Laem chabang port, Thailand**

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**Keywords:** Level Of Problem, Supply Chain, Rail Transport

The purpose of study factors that influencing the level of problem for rail transport supply chain. A case of transport route from ICD Ladkrabang to Laem chabang port, Thailand is (1) to study the causes of supply chain problems in rail transport. Case study of the route from Ladkrabang ICD to Laem Chabang Port (2) to study the solution to supply chain problems in rail transport. Case Study of the route from Lat Krabang ICD to Laem Chabang Port The samples used in the research were: The tools used for data collection were 214 questionnaires and statistics used for data analysis consist of frequency, percentage, mean, and standard deviation. The research found that, Overall, The factors that influencing the level of problem for rail transport supply chain: A case of transport route from ICD Ladkrabang to Laem chabang port, Thailand. There are moderate problems. The most important was operational management ( =3.53, S.D.=0.72). Secondly was the environment( =3.20, S.D.=0.66). The sequential were worker/personnel ( =2.94, S.D.=0.69) and the machine/equipments ( =2.93, S.D.=0.63).

# Factors Affecting Business Management of Fruits Selling Entrepreneurs in Nakhornpathom: A Case Study of Pathommongkol Market

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**Keywords:** Entrepreneurs, Fruits Market, Business Management

This research has the following objectives: 1) To compare factors affecting business management of fruits selling entrepreneurs in Nakhornpathom when classified by personal factors; and 2) To study relationship in business management of fruits selling entrepreneurs in Nakhornpathom, when classified by shop management, marketing management, financial management, and human resources management. Sample group consisted of 400 samples using convenient sampling method. Questionnaire was used as research tool. Results were derived from data analysis using frequency counts, percentage, average, standard deviation, t-test, one-way ANOVA, and Pearson product-moment correlation coefficient. The research results found that: (1) Business management of fruits selling entrepreneurs in Nakhornpathom was different in age, education and duration of business management, while there was no difference in gender, status, and earning. (2) Business management of fruits selling entrepreneurs in Nakhornpathom related at a statistically significant level in every aspect, with the relationship between human resources management and marketing management factors at ( $r_{xy} = 0.574$ ). Next to that, the relationship between financial management and marketing management factors was at ( $r_{xy} = 0.555$ ), and financial management and human resources management was at ( $r_{xy} = 0.546$ ), in that order.

# **Change Management, Human Capital Development, Business Partner, Competitive advantage for Orchid enterprises**

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**Keywords:** Change Management, Human Capital Development, Business Partner, Competitive Advantage, Orchid Enterprises, Enterprises, Organization Performance

This research aims to 1) Study change management, human capital development, business partner 2) To study the influence of change management to the human capital development and Business Partner 3) to study the influence of human capital development and business partnerships, That affects the competitive advantage. The samples were 242 orchid enterprises using a questionnaire as a research tool. Statistics used in data analysis were percentage, mean, standard deviation Correlation coefficient. The hypothesis was tested by using regression analysis. The study found that change management, human capital development, business partner and competitive advantage the overall level is very high. The results of the hypothesis test showed that Change management has a positive influence on human capital development. Change management has a positive influence on business partnerships. Human capital development has a positive influence on the competitive advantage, business partnerships have a positive influence on the competitive advantage. And change management has a positive influence on the competitive advantage. The results of this research know. True enterprise change management relationships to human capital development and business partnerships. And human capital development, business partner Influence competitive advantage It is also a guideline for the management of the enterprise in the planning policy to develop change management. To create human capital development, establishing a business alliance will result in the establishment of a competitive advantage in the most effective and efficient manner.

# **Innovative Organization: Innovative Organization Development Model in Thailand 4.0 of SMEs Manufacturing Industries in Nakhon Pathom Province, Thailand (Phase 1)**

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**Keywords:** SMEs Innovative Organization, Industrial Factories SMEs, Thailand 4.0

SMEs are the group of manufacturing that is very important in driving Thailand's economy, according to the statistics of the Office of Small and Medium Enterprises Promotion (OSMEP) in 2014, the total number of SMEs is 2,736,744, or 99.7% of the total enterprises, employing 10,501,166 people or 80.3% of all employment, to build up Gross Domestic Product (GDP) amount 5,212,004 million bath or 39.60 % of GDP of the country. Thailand is entering Thailand 4.0 with the strength of industry in innovation to drive the economy of the country. Therefore, SMEs in Thailand need to speed up the adjustment in all aspects, especially in research and development to create the innovation towards an organization of innovation. The objectives of this research were (1) to study the qualifications of the factors affecting the organization of innovation in Thailand 4.0 in SMEs business in Nakhon Pathom Province (2) to study the positive linear relationship of the factors effected on the Organization of Innovation in Thailand 4.0 in SMEs business in Nakhon Pathom Province and (3) to build up the model of the organization of innovation in Thailand 4.0 for SMEs business in Nakhon Pathom Province. This research was divided to be two phases, such as phase 1 to study the qualifications of the factors affecting Organization of Innovation in Thailand 4.0 for SMEs business and phase 2 to build up the model of Organization of Innovation in Thailand 4.0 for SMEs business, for the methodology part, this research used mixed methods research that combined between the quantitative research and the qualitative research. The quantitative research to be used for the phase 1 of this research by descriptive statistics and inferential statistics by multiple regression analysis from the 450 samples that they are the SMEs firms in industrial factories in Nakhon Pathom Province and the qualitative research by indebt interview with 10 person of the professional in SMEs and innovation to be used for the phase 2 of this research. The findings of this research found that the organization of innovation in Thailand 4.0 for SMEs business in Nakhon Pathom Province depends on the important factors such as Innovation leadership, Innovation corporate culture, R&D co-operation, and Government support, that are statistically significant (P-Value  $\leq$  .05)

# **Causal Factors Development Suppliers That Influence Supply Chain and Affect the Performance of the Suppliers. Local Department Store in Thailand.**

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**Keywords:** Supplier Development, Supplier Relationship, Local Department Store.

Consumers have changed their buying habits from the past. Nowadays popular online shopping. And buy from the modern mall. Customers can access anywhere, anytime, 24 hours. Expansion of investment in Thailand in the retail industry. There is competition for open department stores. The distribution to all provinces. As a result, the local bus operators. Must be adjusted The competition in the business increased. Some of the sales have been reduced. While another part is still in operation. However, the main factor that made the local department store. Survive to get it. The entrepreneur must understand the changing circumstances. And adapt to the competition. The key features that a local department store can do initially is accelerate adaptation, reduce weaknesses, increase strengths, and build close supplier relationships. Through the network of business cooperation. To deliver goods and services. In the supply chain business operations to meet the needs of customers and aims to optimize the performance of the business. This research aimed to study concerns about the supply chain and its operations between suppliers and buyers from the viewpoint of buyers in the Local Department in Thailand. Questionnaires were used to collect data and opinions from a total of 400 company at the purchasing departments of Local Department Store. The study used exploratory and confirmatory factor analysis for data analysis. Further, to test the hypotheses and to fit the theoretical model, structural equation modeling techniques were used. Affected the increasing level of overall supply chain operations between suppliers and buyers. Moreover the increasing levels of cooperation and communication between suppliers and buyers resulted in and increase in the effectiveness of supply chain operations between suppliers and buyers. This study, thus, has the objectives of 1) Analyze elements the development of supply chain suppliers in the supply chain. The effect suppliers on performance. In the Local department store in Thailand 2) Analyze relationships Factors related to the development suppliers. Impacts on the performance of suppliers in the Local department store in Thailand. 3) Find a model Causal factor Development of suppliers. The effect of the raw material suppliers on their performance. In the Local department store in Thailand.

# Biomass Energy by Rubber Wood at Ranong. The Case Study of ABC Co.Ltd

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**Keywords:** Renewable Energy , Biomass Energy, Rubber ,Production

At present, the energy consumption is increasing continuously. Many countries around the world, It is seeking new sources of renewable energy. In order to secure long-term energy from a research the case study of biomass energy by rubber wood at Ranong. The purpose is as follows: (1.) to study the production of biomass energy by rubber wood chips and agricultural waste (2). to study the possibility of processing biomass energy made from rubber wood chips .Researchers using qualitative research and ask the head of the Energy Ministry at Ranong and ABC Co., officials of Surat Thani province. The data were taken from document and related website and also collected from actual structural interviews. Research results have studied the data production process biomass energy of ABC Company as follows:1. A company purchased scrap wood by rubber farmers transport rubber wood chips sales at company and provide services to take rubber wood chips in the area of Surat Thani and Ranong.2. The large lumber has to hash process, there is a small for crushing convenience. 3. Crushing Process the company hack into the machines to grind it into dust.4. Mixing Process, use sawdust and scrap lumber mixing together.5. Drying Process reducing the moisture content in wood, rubber samples gives a proper humidity to the compression process.6. Compression Pelleting Process on the sawdust in the mixing process, making the meat of it is introduced into the raw materials, forming processes is. Small diameter 6-10 mm length 6-9 cm or according to customer's requirement.7. Cooling process is the process of cooling rubber wood chip to reduce moisture.8. The finished product to prevent moisture in wood, company will get a stick in size 6-9 cm.9. Packing Process is the process of packaging in bags the size according to customer requirements. 10. Shipping company transport finished product to Japan and Korea through maritime transport.From research of agricultural waste, wood, rubber, scrap wood, roots. Stubby sawdust will be sold on the cheap, or burn them without the use of these materials can be used in the production of biomass energy. Biomass power is energy production. Generate output to effectively.



# Development Guidelines for Value Added of Rubber Supply Chain of Rubber Planters in Ranong Province: Case Study of Rubber Farmers in Ranong

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**Keywords:** Value Added, Supply Chain, Quality of Life, and Rubber Farmer

Thailand is the world's leading producer and exporter of rubber, but has no pricing rubber role. The local price of rubber is based on Singapore and Japan. In local market, the daily price of raw rubber sheet is converted from the selling price of the exporter. These things have a huge impact on trade of rubber. The price of rubber is mostly unfair because the majority of farmers do not have sufficient power to negotiate with rubber export company. Farmers' profit are usually exploited by the middle man because farmer do not have much opportunity to receive rubber marketing news. Under the current downturn in rubber prices, rubber farmers in the southern region suffered. Consequently, researcher is interested in studying the development and values added about supply chain approach to enhance rubber in Ranong. For this research is a qualitative research. The instrument used to collect data was in-depth interview. The sample was a farmer group of rubber planters in the freshwater canal section of Ranong province. The objective of this research is to study the problems of rubber farmer (2) to study the how to increase the supply chain value of rubber (3) to study the how to improving the quality of life rubber farmer in Ranong. The study indicated that the problem faced by rubber farmers is rubber prices fall. Thai and foreign labour costs are high. Natural disaster caused rubber plantation damage. Farmers need for the government and the private sector to help about price of rubber. The way to increase the value of the rubber chain and improve the quality of life of rubber farmer is to have a knowledgeable service provider in the area. Public and private should encourage organic farmers to use organic fertilizers in rubber plantations to reduce production costs. To develop the supply chain management model from the upstream which are rubber farmers, the main products are rubber latex, rubber sheets, rubber cups and rubber scraps. The raw rubber and rubber cup in the middle of the water is a group of farmers, rubber plantation cooperatives. They will collect the rubber and manage process of raw rubber or send to the rubber plant in order to increase the downstream value, such as rubber processing plant and rubber plant. At the final production process achieve a cost-effective to reduce the cost of marketing and increase the value of rubber.

# **The Factors Determining Students' Dormitory Consuming Behaviors and Economic Costs of Students' Dormitory in Phutthamonthon District Nakhon Pathom**

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**Keywords:** Dormitory, Consuming Behaviors, Economic Costs

The purpose of this research is (1) to determine the determinants of dormitory consumption behavior of students (2) to find the economic cost of dormitory operation. The dormitories of the students in Phutthamonthon District, Nakhon Pathom Province were used for statistical analysis, frequency, percentage, mean and standard deviation. The qualitative variables were gender, age, occupation, and relationship to the variables in the satisfaction of the dormitories. In general, the benefits of dormitory consumption are the satisfaction of the service. The location of the establishment. The study found that the sample of 400 people, mostly female, aged 18 to 22 years old, had monthly income of 5,000 to 10,000 baht. They were domiciled in the central region and most of them studied at Mahidol University, Salaya. The students' opinion about the importance of the factor used to decide the dormitory rental was at a moderate level. The dates (month) in the most important, followed by the satisfaction obtained from the Student Services. It is very important. Student earnings per month Income other than current income. Benefits of using the room. Satisfactions of Student Dormitory Service Promotional items for promotion, age, gender were moderately important. A study of the average cost of doing business in dormitories found that 60% of businesses operate for 3-5 years, most of them borrow from financial institutions.

# The Factors Affecting the Inventory Management of Grocery Store in Bangkok

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**Keywords:** Inventory Management, Grocery Store, Purchasing

This research work on the factors influencing the inventory management of grocery store in Bangkok aimed to study the inventory management of grocery store, and the factors influencing of inventory management of grocery store in Bangkok. Samples of study are grocery store operator from the random number of 170. This research has been used questionnaire as tool in research, type of question will be both open-ended question. Data were analyzed using selected statistical tools including percentage, mean, and standard deviation. The results showed that the sample were most female, aged 41-50 year with High school degree. Most of them were business owners with operated for 6-10 years. Most of inventory management of grocery store is self-purchasing at 94.11 percent. Second, there is a clear separation of categories at 85.29 percent. And in the last order is always made to purchase order at 14.71 percent. The level of factors affecting inventory management was at a high level that the average scores was 3.62. When considering each side, the results are as follows that the aim of having to an inventory is very important at 4.25, storage factor is very important at 3.92, and cost factor is very important at 3.50. The demand-side factors is medium importance at 3.40, and product attributes is medium importance at 3.19.

# Factors Affecting the Consumer Buying Decision Toward Smartphone in Udonthani

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**Keywords:** Smartphone, 4Ps, Buying decision

Factors affecting the consumer buying decision toward smartphone in Udonthani aims to study 4Ps marketing mix : product, price, place and promotion factors that affecting the consumer buying smartphone decision in Udonthani province of Thailand. The distribution of paper based on 400 questionnaires from Udonthani consumer. The research instruments were close ended and rating scale questionnaire. For data analysis, descriptive statistics includes frequency, percentage, mean, standard deviation, Variance, Minimum and Maximum were applied and Inferential statistics includes Analysis of Variance and T-Test were applied. The study found that most answerer were females, ages not over 20 years old, bachelor's degree education, student and income not over 10,000 baht. The study found Price and Product were in very high. Promotion and Place were in high.

# An Application of Forecasting Technique for Process management Case Study of ABC Company Limited

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**Keywords:** Forecasting, Moving Average forecasting technique, variation, Exponential, Error Reducing

Realizing the importance of all logistics aspects is the way to understanding about job operations detail. Many business also emphasize the expansion to make the long term profits. In this case study was tested by using forecasting techniques of moving average method compared with exponential method to reduce the finished good error of frame type f 70x200 gray, f 70x200 cream, f 70x180 gray and frames type f 70x180 cream to be used in Navigation Products which is used in the component of companys PVC frames product. From the company original forecasting which indicated of frame products f 70x200 gray predicted by end of August 2018 which have the planning production at 2,000 units. But when doing the forecasting moving average method, the 4- Month moving average as 1553 units by actual number on August as 1,540 units also can be reduced tolerances as 21.85 %. For the frame products f 70x200 cream which predicted by end of August 2018 according to planning production as 2500 units. However when using the forecasting moving average method, the 4- Month moving average as 1851 units by value equal as 1810 units. Which reduced the tolerance 19.52 %. For the frame products f 70x180 gray which predicted by end of August 2018 according to planning production as 2500 units. However when using the forecasting moving average method, the 4- Month moving average as 2291 units by value equal as 2274 units. Which reduced the tolerance 8.36 % and the frame product f 70x180 cream which predicted by end of August 2018 according to planning production as 2850 units. Following with doing the forecasting moving average method, the 4- Month moving average as 2404 units by value equal as 2274 units and reduced the error as 15.64% Finally the company found the information of forecasting the tolerance reduce as 16.34% by averaging. Therefore, the company was able to use the method and analysis for next operation in order to determine how to decrease costs of Logistic in both internal and external organization, including help to decrease damage from the mistakes of management.

# A Study of Factors Affecting to Influence on the Selection of Thai Ornamental Fish Export Service Providers

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**Keywords:** Transportation Firms, Exporting Company, Ornamental Fish

This research aimed to study priority of factors influencing selection of transportation firms of Thai ornamental fish exporters; and to compare level of importance of factors influencing selection of transportation firms of Thai ornamental fish exporters, as classified by company background. The survey research methodology was used. The research population was ornamental fish exporting companies in Bangkok and Nakhon Pathom and the Krejcie and Morgans table was used to determine the sample size. The sample, then, was 66 companies derived by simple random sampling. The research instrument was a questionnaire and the statistics used for data analysis were frequency, percentage, mean, standard deviation, one-way ANOVA, Scheffs LSD test and content analysis. The research results showed that, in selecting transportation firms, Thai ornamental fish exporters gave importance to financial aspect at the highest level. In other words, they gave priority to the suitability of transportation cost. The factors with a high level of importance were the aspects of speed, safety, facility, reliability and punctuality, and personnel. As for comparison of level of importance as classified by company background, it was found that overall the companies with differences in term of the registered capital, period of operation, and number of time to use the service differed in factors influencing selection of transportation firms with a statistical significant level of .05.

# Study of Improving The Quality of Operations, Appropriate Parties. : A Case of Terminal in Laem Chabang, Thailand

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**Keywords:** Level Of Problem, Supplychain, Railtransport

This research is quantitative research objective is to (1) to study the business services company warehouses (2) To study the factors of a quality operation Side storage , Side delivery , Reliability , Service staff (3) to find suggestions on improving the quality of the company's operations, A case of Terminal in Laem Chabang. Using research tools is the query The statistics used for data analysis were frequency, percentage, mean and standard deviation a total of 60 sets. The quality of warehouse operations overall were at the highest level (Mean = 4.32, SD = 0.24), considering It is found that the quality of the storage level is the best (mean = 4.40, SD = 0.41) ranked second. The service staff (mean = 4.39, SD = 0.31) 3rd reliability (mean = 4.28, SD = 0.45) and 4th on delivery (mean = 4.20, SD = 0.40) respectively Suggestions on improving the quality of operations side delivery. The proposals are as follows(1.) the employee must have expertise in the delivery of the goods(2) Communication with the customer. (3) Document preparation (4).Coordination with drivers.

# **The Marketing Strategy Development of Cultural Tourism: A Case Study of Thung Bua Daeng Floating Market at Banglane, Banglen, Nakhon Pathom**

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**Keywords:** Marketing Strategy, Cultural Tourism, Floating Market

This study aims (1) To study the level of motivation in tourism of cultural tourists. (2) Compare the level of motivation in tourism of cultural tourists; and (3) the marketing strategy for promoting cultural tourism in Thung Bua Daeng at Bang Len, Nakhon Pathom province. Use quantitative integration research. And qualitative. Using quantitative sampling from accidental sampling. The research instruments were both open and close ended questions. For data analysis, descriptive statistics includes frequency, percentage, mean and standard deviation were applied. The evaluation results of the applications performance, it was found that (1) Level incentives in the tourism market of tourists visit Thung Bua Daeng Floating Market at Banglane overall, are moderate and considering it was found that the motivation is moderate on all sides. Sorted by following; travel, in tourism attractions, service, facilities and public relations. (2) Compare the level of incentive travel traveling tourism market Thung Bua Daeng Floating Market at Banglane by personal factors that tourists with sex, age, education, occupation, income and marital status have different incentives for different tourism Thung Bua Daeng Floating Market at Banglane statistically significant at the .05 level at the tourists domiciled different level incentive travel market capital is no different. (3) A guideline for the development of a community-based cultural tourism marketing strategy in Tung Bua Daeng market at Banglane, Banglen, Nakhon Pathom province. Community tour Finance or Budget There should be support from local or district administration. And the relevant agencies. They should be grouped together to provide coordinated and informative assistance. Link to other attractions. To build the next network.



# Factors Affecting to Decision of Transportation Service at State Railway of Thailand

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**Keywords:** Transportation Management, Factors, State Railway of Thailand

The aims of this research were to study the problem and the factors affected the decision of logistic service and package of Stat Railway Thailand (case study at Hua Lumpong station) classified by personal factor such as gender, age, education level, occupation and income per month and using service behavior such as service frequency, period, objective and average cost. Data were collected by questionnaire assessment from 400 people. Statistics to analyze data such as Mean, Standard Deviation another statistics for comparison data were T-test and One-Way ANOVA. Research result found that the most questionnaire respondents were Male, age 21-30 years, education lower Bachelors degree, entrepreneur occupation, income 10,001-30,000 Baht, service behavior that the most questionnaire respondents decided using logistic service and package by own self who received information and suggestion from surrounding persons. The price is the key factor to choose the service. Dry food is the goods to use logistic mostly, using service 1-2 time a week, quantity over 3 pieces, using service period 15.00-18.00 oclock, marketing mix factor found that the questionnaire respondents concerned high level as the internal service person had most average, then it is the service procedure, physical components, price and marketing promotion, products and services, service channels average at 4.7637 respectively. When compared the relationship between personnel factor and marketing mix found that age and occupation are different affected using service decision level difference as statistical significant at 0.05 and when took the behavior comparison found that it had only the frequency of using service only affected the using service decision level different as statistical significant at 0.05. Research result found that the logistic service and package users concerned the marketing mix in term of marketing promotion service less so it had to improve this part specially. By more the advertisement especially the public medias which the people access the most for instance internet, bill board and it should be advertisement frequently on order to recognize of service user and remember more included marketing promotion activities for example discount, member registration and drawing prize etc.

# Satisfaction and Problems of Farmers Towards Rubber Business in Udon Thani

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**Keywords:** Farmer, Rubber Tapper

This research aims to study on Satisfaction and Problems of Farmers in Rubber Industry in Udon Thani Province,, investigate behaviors opinion satisfaction, conclude problems and provide suggestions to the rubber tapper in Udon Thani. The population of this study is rubber tapper in Udon Thani. It is distributed in various districts. The population in this research study. A sampling of 300 rubber tapper was used to collect data by using questionnaires and statistics used for data analysis: percentage, mean and standard deviation. The study indicated that 1. Problems and Suggestions Farmers interested to grow rubber. Discuss individual problems and help solve them. But the members go on a field trip to see who has succeeded in planting rubber. Increased awareness. 2. Comments show that Rubber production of farmers is not satisfactory. The price of rubber in the eye. Rubber market is not much in the area. Farmers have less options in selling their produce. 3. Context of Behavioral Behavior Most farmers exposed dust from chemical fertilizer. Use mosquito repellent and insect repellent. Formaldehyde exposure in the production of bio-rubber sheets is a risk to insect bites. 4. Satisfaction was caused by, 1) low yield of rubber, 2) rubber price was relatively low, 3) lack of knowledge from staff and authorities, 4) Investment resources.

# Logistecs Service Provider Capability of Entrepreneurs Ramps Palm Oil in Suratthani Province, Thailand

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**Keywords:** Logistics, Entrepreneurs Ramps Palm oil, Supplychain

The purposes of this research were to study the level of relationship administration between supply chain administration of oil palm industry and capability in logistics service, to study the level of administration of entrepreneurs in relationship administration between supply chain administration of oil palm industry and capability in logistics service. Instrument used in data collection from sample was 300 sets of questionnaire who were palm yard entrepreneurs in Suratthani Province. Statistics used in data analysis were percentage, mean, standard deviation and Chi-Square. The competition has intensified over the past decade. Corporate executives are under pressure to make the organization more cost effective. Business competition focuses on customer satisfaction. Responding to the rapidly changing needs of customers, and on the basis of low production costs, maximum profitability, produced in moderation. Therefore, it is very necessary to bring the tools to manage the organization efficiently, and the tools that can help entrepreneurs in today's competitive environment.

# Factors Affecting Purchasing Decision of Industrial Factories in Nakhon Pathom Province

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**Keywords:** Purchasing Decisions, Logistics Services Provider, Industry

A study of factors affecting purchasing decision of industrial factories in Nakhon Pathom province. The objectives were to (1) To study the factors influencing the purchasing decision of the factories in Nakhon Pathom province. (2) To study the characteristics and behaviors of entrepreneurs who affect purchasing decisions of industrial factories in Nakhon Pathom province. (3) To study the importance of factors affecting purchasing decisions of industrial plants in Nakhon Pathom Province . The instrument used to collect data was the questionnaire and statistics used for data analysis were frequency, percentage, Mean and standard deviation (SD) The research found that Personal factors include age, education , average monthly income. Effecting purchasing decisions of industrial factories in Nakhon Pathom province. Characteristics of entrepreneurship and delivery behavior were significantly correlated at the .05 level with different types of entrepreneurs. Have different operating periods or sales. The purchase decision of the factory in Nakhon Pathom province is different. The corporate factor. The service providers and the factors affecting the relationship between users and service providers have the most influence on purchasing decisions. In addition, logistic providers with transport systems that are consistent with the operator's business and support a variety of carriers will affect the decision to hire a service provider.

# Factors Affecting the Decision to Using Ranong Port Transport Service in Ranong

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**Keywords:** Using Service Decision, Ranong Pier

The purpose to study general characteristics of the entrepreneur or consumers factors influencing the decision to using service including product, service, price, service rate, locations, distribution channels, marketing promotion, person, staff, service process, physical environment. All factors comparison affecting to service decisions classified by general characteristics of entrepreneur. In this research will guidelines for solution and improving the using decision. The results showed that 1. General characteristics of the entrepreneur or consumers the most found that selling product/ general product. The business were big size and big income (sales exceeds 1,000,000 Baht / year). Businesses run 1-5 years. The locations of most businesses are in Ranong. Sea freight service or rent a warehouse directly end fuel and lubrication. On average, the amount of 1-50 tons is used between 1-2 times per week and sends the goods to Myanmar. 2. Factors influencing the decision to using service found that the importance degree of consumers consideration Ranong Pier about that all marketing mix factor of Ranong Pier were in high level when considering the location that is important to consider at high level. In each aspect, were personnel, secondary staff then service process, locations, channels, product, service, physical environment price, service charge and marketing promotion, respectively. Comments and suggestion to development of the service from the interview found that product and service it is the largest pier in the province and open for a long time respectful and transportation is safe. In part of price and service charge found that a satisfied customer and the service rate is neutral due to the government came into control service charge. The location and distribution channels location of the pier is close to with entrepreneur. It facilitates and reduces time and cost of transportation. Moreover, quick contact and shipping costs credit are in the satisfactory level. For the marketing promotion are rarely and contact is slow in sometimes.

# Mathematics Model for Container Ship Stowage Configuration Planning Problem

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**Keywords:** Container Ship, Container, Mathematics Optimization, Quay Crane Operation, Container Ship Stowage Configuration Planning

This research aims to develop a mathematical model using exact solutions. The problem is called the master bay plan problem (MBPP). The research was conducted in four categories, namely shipping port management, safety and stability of container ship, stowage planning, and crane operation. The placement of containers will take into consideration the time for the crane to move all the containers, while keeping intact the balance of the container ship. Specific areas for different types of containers have also been developed, such as reefer containers, standard dry, flammable containers, and chemical containers. The objective equation is then adjusted from the distance of movement of the crane operation. This is a good way to shorten the collection time of containers by calculating the distance from the structure of the container ship to the area of crane operation. Last, the results of container ship size 198 TEUs findings. Loading time of operation nearly optimization about 287.77 min, computing time average 22.81 second, slant 2 % of Posterior to high stability of container ship

# Value Chain Management of Ready Coconut Milk, Theppadungporn Coconut Company Limited

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**Keywords:** Value Chain Management, Ready Coconut Milk

This study aims (1) to Study on Value Chain Management of Coconut Milk Company, Theppadungporn Coconut Co., Ltd. (2) to study and analyze the value chain management of coconut milk. Study on the development of value chain management of coconut milk, Theppadungporn Coconut Co., Ltd. Chain theory of values In analyzing core activities and supporting activities, each activity will focus on adding value to the company's products or services, including transportation and storage of raw materials. Production of goods or services Transportation and storage, Marketing and Sales, Service before and after sales. Firm Infrastructure, Human Resource Management, Technology Development and Procurement. The instrument used to collect data for quantitative integration research. And qualitative. The quantitative questionnaire was used as the basis for random sampling. Interview tools used to interview executives to collect semi-structured insights. The statistics used in the analysis were percentage, mean, standard deviation The results showed that. The problem of raw materials is caused by insect pests that can not be controlled or prevented. Domestic raw materials are scarce because of their low productivity and reduced production, which leads to imports from abroad. Increased transportation costs and higher import duties. Importing raw materials from abroad can not control quality. Thailand's prices are higher than those of its competitors, because its competitors have more raw materials and lower production costs. Labor shortages in production and rising labor costs The impact of the baht appreciation.

# **Service Quality Factors Affecting Trust and Expectation: A Case Study of Chiang Mai international Airport**

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**Keywords:** Service Quality, Trust, Expectation

This research aims to investigate the influences of service quality of Chiang Mai International Airport on customer trust and expectation. A questionnaire survey, collected from 400 customers in Chiang Mai International Airport. The questionnaire was used for collecting the data and statistical approach such as frequency, percentage, standard deviation, Multicollinearity and Multiple Regression analysis were used for analysis the data by using .05 significant level. The research results showed that service quality affected the trust of employees Chiang Mai International Airport at a statistically significant level of 0.01 in 4 aspects such as reliability, tangibles, responsiveness and empathy. That service quality affected the expectation of employees Chiang Mai International Airport at a statistically significant level of 0.01 in 3 aspects such as dimension of tangibles, dimension of responsiveness and dimension of empathy.



# **A Study of Specific Features that Required for Partners that Effected to Operational Efficiency of Custom Clearance: Case Study OOCL Logistic (Thailand) Co., Ltd**

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**Keywords:** Specific Features, Operational Efficiency, Custom Clearance

This research is quantitative research. Aims to investigate (1) Study in the performance factors of Custom clearance about the cargo delivery, service stuff, documents handling procedure, working reliability and finance (2) Comparing the differentiation between the organization characteristics and working performance. (3) Recommendation of the solutions in operational efficiency improvement of Custom Clearance of OOCL logistics (Thailand) co., Ltd. Questionnaires are given to 60 custom clearance partners. Statistics are included the frequency value, percentage, mean and standard deviation. Test the hypotheses by using One-Way ANOVA F-test statistics. The evaluation results of performance factors shown that the customs agent working performance is the best (mean = 3.91, SD = 0.31). The studies of working procedures found that documents handling procedure is the best (mean = 4.06, S.D. = 0.50). Follow by service stuff (mean = 4.04, SD = 0.40) then financial (mean = 4.00, SD = 0.49) and working reliability (mean = 3.90, SD = 0.40). By the way, cargo delivery are located on high levels as well. Study results found that comparing the organization characteristics with working performance of OOCL logistics co., Ltd. (Thailand) shows that there are no differentiate in all sides by the significant of (0.303, 0.551, 0.389, and 0.631) respectively by statistical significance at the 0.05 level.

# A Decision-Making Framework for the Choice of the Production Line Concept in the Automotive Seat Fabrication.

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**Keywords:** Factory Planning, Multi-Criteria-Decision Approach, Process Improvement

In order to compete successfully in today's competitive global markets and driven by a rising complexity of products, automotive seating producing companies are forced to have an efficient manufacturing. Therefore, a constant improvement is necessary. A lean and target-costing reaching quotation process is one factor to be successful in the market. Within the decision on the organizational layout of new production facilities a structured planning approach is essential to reduce the time to customer request, to drive agile projects and increase the production efficiency. An approach for a seating manufacturing company is presented in this paper. By using the DMAIC (Define-Measure-Analyze-Improve-Control) approach, the case study investigates possible solutions and researches the most influencing input factors on the decision of production line concepts. After the data collection of feature data sets, this paper gives a procedure of how to generate a transparent process to transform input criteria into a production line concept within a complex factory planning environment by using a decision tree, to give manufacturing planners a tool at hand.

# Supplier Selection in Thai Automotive Industry

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**Keywords:** Purchasing, Procurement, Logistics, Supply Chain, Thai Automotive Industry.

Now a day the importance of suppliers in the Thai automotive industry have on the success and progress of the industry in Thailand, very little empirical research has so far been performed to examine aspects of the suppliers. This research article is an attempt to investigate the relative importance of relevant factors in the supplier selection decisions. The results show that the relative importance of factor which have been found to affect supplier selection decisions, ranked in order of importance, are product quality, price, after-sales service, delivery time, and product information. In addition, the most influential departments in supplier selection were purchasing, top management, production, and finance.

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**Our mission is to encourage global communication and collaboration promote professional interaction lifelong learning recognize outstanding contributions of individuals and organizations and also Develop an effective and responsible platform by creating insightful knowledge and inspiring minds in dialogue with the world around us.**



**Shanghai, China**

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