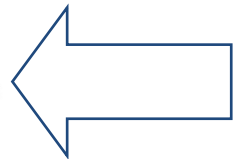


LIST OF SESSIONS:

- Day 1 Lecture hall 1
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Session 1.1 Problems of economic integration and SME development in ASEAN region
Chairman: Dr. Prateep Wajeetongratana
- 1 Kunphattra Patarapongsathon Thailand's SMEs Competitiveness within ACE: prospects, problems and opportunities
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 - 2 Chanpen Meenakorn Management style and Employee' s Job Satisfaction (the case of Local and International hotels chains in Thailand)
*Faculty of managements science,
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 - 3 Thamnamonr Khunrattanaporn Marketing Mix of Thai Cooking and Thai Massage Teaching Service for Foreign Tourists
*Faculty of managements science,
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 - 4 Pichamon Chansuchai Affecting Factors of the Palm Oil Price and AEC Trade Impact
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 - 5 Pongsawee Supanonth Consumer Behavior and Marketing Mixed Factor Effect on Consumer Decision Making for Movies Presented in EGV seacon bangkae cinema
*Faculty of managements science,
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 - 6 Sakapas Saengchai Development of Trading Service on Thai Border Transport in ASEAN Free Trade Area : Case Study Ranong Province
*Faculty of managements science,
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 - 7 Nattapong Techarattanased Factors Affecting the Organizational Performance of Direct Sales Business in Thailand
*Faculty of managements science,
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 - 8 Bundit Pungnirund Investigating Innovative Organizational Performance of Small and Medium Enterprises in Thailand
*Faculty of managements science,
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 - 9 Wanida Suwunniponth An Investigate on the Antecedents Influencing Online Brand Equity of E-Marketplace in Thailand
*Faculty of managements science,
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 - 10 Yuthapoom Thanakijborisut Insuring Consumption Against The Health Shocks: A case of Thailand
*Faculty of managements science,
Suan Sunandha Rajabhat University,
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 - 11 Rewadee Waiyawassana Factors of consumers' preferences: analyzing and predicting to increase sales of organic food (the case of Thailand)
*Faculty of managements science,
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 - 12 Supaporn Prajongjai,
Somtop Keawchuer Digital economy as a factor of Small Medium Enterprise Empowering (The case of Indonesia)
*Faculty of managements science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand*



(Premium) to stamp stored redeem (Trading Stamp) and. Send lottery sweepstakes (Sweepstake), in addition to promotion to the Bridges Bhagavad ago. May promote to the middleman or sales. By means of a special discount or distribute its grant to the mediator. Prize money (Bonus) competition between sales staff, etc.

PR (Public Relations) and publishing (Publicity) as a tool for promoting the market. The objective is to build a Thomas Federation of the public that are associated with the direct business, which include the Bridget Bhagavad dealers, employees, government and the public, the other by the civil Thomas Federation have. Its main aim is to build the imagination of businesses to feel good in the eyes of the general public rather than promotion.

Direct Marketing (Direct Marketing or Direct Response Marketing and Marketing Direct (Online Marketing) to communicate with the target to the enemy's response (Response) directly during the consultation refers to various methodologies. Marketing used to promote products directly to the fiddle and causes immediate response include telephone sales, sales using direct mail, sales by catalog, telephone sales, radio or newspapers, which attract the other hand. A response such as coupon redemption.

In conclusion, the concept of marketing that affects the movies. Consumer behavior is related to the decision-making process to acquire products and services that meet consumers' needs in various fields. In behavioral studies researchers have introduced the concept the behavior of the current movie with the respondents

Development of Trading Service on Thai Border Transport in ASEAN Free Trade Area : Case Study Ranong Province

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Abstract

The study of development of trading services on Thai border transport in ASEAN Free Trade Area, case study Ranong province. There are aims to study and analyze the expansion of trade links Transport of Thailand border. In the framework of cooperation and agreement of the ASEAN Free Trade Area and the ASEAN Economic Community. There is qualitative study which collection data from observation involved, depth interviews, discussion groups, government officials, entrepreneurs and people in Ranong province. The study indicated that the development of commercial transportation services is 1) Cross Border Supply has expanded transit of goods by sea and developing a deep water port in the cross-border transport services. Including transport links, with transport by land, 2) Consumption Abroad that Ranong is the border area to contact, investment, transactions, trade on coastal shipping. To connect with entrepreneurs and venture overseas to Thailand, 3) Commercial Presence establishment of centers providing freight and other services in ASEAN with the collaboration of public and private sector and 4) Presence of Natural Person has movement and personnel exchanges for state sector, professionals on transportation services and labor between ASEAN countries. To develop the knowledge, skills, abilities, potential for collaboration. And to strengthen cooperation in trade, economic development has the strengthening of the ASEAN Free Trade Area.

Key-words Development, Service, Transport, ASEAN

Introduction

The liberalization of trade in services is an important component of the ASEAN Economic Community and is a framework for economic cooperation under the ASEAN Free Trade Area (AFTA), cancellation of tariffs to ASEAN service providers and come to establish business in ASEAN member countries. According to agreed rules Development of Thai Border Economy Both the reduction - tax Trade between Expansion of production base increased. Expansion of trading area increased, accelerated route creation to link freight convenient, reducing customs procedures and procedures. Expansion of Customs for Thailand, which is a member country of ASEAN, has a long-standing border trade in services, with a total value of 187,964.53 million baht in total trade in the Thai-Myanmar border in 2016. Thai-Lao border trade totaled 202,906.79 million baht, Thai-Cambodian border trade totaled 121,098.01 million baht, Thai-Singapore border trade totaled 66,560.25 million baht, Thai-Vietnamese border trade has a total value of 55,119.80 million baht (Department of Foreign Trade, 2016). The researchers found that accession to the ASEAN Economic Community and the ASEAN Free Trade Area (AFTA) economic cooperation framework, the development of Thai Border Trade is come to the preparation of various aspects of promoting trade. And cross-border service support open trade Expansion of trade Speeding up the route, linking cross-border and cross-border transport. As well as optimize transport management. To reduce freight costs and increase competitiveness.

Including the development of border customs. Border economic center and other related aspects. Especially important in the development of transport services. To create a connection to the border infrastructure connecting with neighboring countries in ASEAN (Yaowares Thupphan, 2006). It is an extension of the economic links between trade in services linked to the network of roads, ports and airports. The standard and modern. It is a powerful transportation gateway. In the development of the Thai border, it is the center of free trade and transport in the ASEAN community. The researcher has studied Ranong's border trade. Ranong's vision is to become the logistics hub of the Andaman coast of Thailand.

The area has supportive physical characteristics and strong fundamental infrastructure, where Ranong Port can be the transportation hub for cargo outlet. According to the agreement, AEC-BIMSTEC MODEL connects trade logistics from Thailand to other ASEAN countries and BIMSTEC countries (Bangladesh, Bhutan, India, Burma, Nepal, Sri Lanka and Thailand). In 2016, the total border trade value was 19,519.46 million baht, where export accounts for 15,398.06 million baht and import accounts for 4,121.40 million baht. For this study, public officials, entrepreneurs, and other stakeholders have been involved in the development of free trade in Thai border transportation services in Ranong.

The results of this study will be the information to consider and develop the model. Being a hub for free trade, border transportation, and economic development along the Ranong border area. To create a competitive advantage for Thailand in the ASEAN Economic Community.

Literature review

ASEAN or the Association of Southeast Asian Nations (ASEAN) was formed in 1967 in the era of political confrontation in Southeast Asia on the basis of race, religion, culture and history. And it has a competitive policy of producing, exporting, marketing, finding funding and technology. The growth of the organization is slow. The ASEAN Declaration or Bangkok Declaration is the mission of the founding of ASEAN. Identify the objectives of integration: accelerate economic, social, and cultural progress in the region by Cooperation between each other. Basis and stability in the region based on fairness and rules of conduct. The United Nations promotes cooperation and mutual assistance in various fields, including economic, social, cultural, academic, scientific, and administrative assistance, in the form of training in technical, professional, technical and collaborative research in agriculture. Trade Extension Industry, Study of International Commodity Problems Improvement of facilities Transportation and communications and raise the standard of living of the people, promote the education of Southeast Asia. Maintain close and beneficial cooperation with similar international and regional organizations. And find ways to cooperate more closely between each other. ASEAN is the most important and closest economic cooperation framework for Thailand. They are considered as a significant group of countries that have contributed to the development of Thailand. One of the ASEAN's missions is to liberalize trade in services under the ASEAN Free Trade Area, the so-called AFTA, the first free trade agreement in Thailand. Effective from 1992 onwards, the gradual reduction

and abolition of trade taxes. Including other trade barriers. Non-international 10 ASEAN members: Thailand, Singapore, Malaysia, Indonesia, Philippines, Brunei, Cambodia, Laos, Myanmar and Vietnam. At the outset, ASEAN will use the Common Effective Preferential Tariff (CEPT), which has subsequently been amended to ASEAN Trade in Goods (ATIGA) Agreement. Effective May 17, 2010 (Department of Foreign Trade, 2011).

The Department of International Trade Negotiations (2015) concludes the liberalization of services in ASEAN. The 4 modes of supply are as follows:

Mode 1: Cross-border supply, also known as mode 1, is a service from the border of one member country to another member country, where the service provider does not have to be physically present. Examples include long-distance education, telecommunication services, and consulting services over the internet etc.

Mode 2: Consumption Abroad, also known as mode 2, is a service that occurs within the service provider country's country, based on consumer mobility. The good example is travel services for medical treatment in a foreign hospital and study abroad.

Mode 3: Establishment of a Commercial Presence (Business Call Service), or mode 3, is the investment in various forms of business to serve the domestic customers, such as the establishment of branches, offices, agencies, companies etc.

Mode 4: Presence of Natural Person, also called mode 4, is migration of works to provide services temporarily in client countries, such as, attending legal consultations of foreign lawyers in Thailand, foreign teachers come to teach languages in Thailand, etc.

Ronarong Poonpipat (2013) has studied the approach to expand Thailand's transportation services. Transportation is an important aspect of logistics system and it is the upstream service sector that accounts as costs for all business sectors. It is also part of the country's important infrastructures, including roads, railways and shipping. In many countries, information on transportation and logistics is a measure of the country's competitiveness in trade and investment. For Thailand, the area is strategically located as transportation links to all other Southeast Asian countries. Thailand is the most attractive destination for logistics in the ASEAN community and can serve as a base for transportation to neighboring countries such as Myanmar, Laos and Cambodia. While the domestic market is continuing to grow, governments and related agencies must continue to develop trade markets, land transportation services, air navigation systems, and importantly, land and water transportation networks linked with other ASEAN countries.

Methodology

The study of development of trading services on Thai border transport in ASEAN Free Trade Area, case study Ranong province. There are aims to study and analyze the expansion of trade links Transport of Thailand border. In the framework of cooperation and agreement of the ASEAN Free Trade Area and the ASEAN Economic Community. There is qualitative study which collection data from observation involved, depth interviews, discussion groups, government officials, entrepreneurs and people in Ranong province. The researcher has set the framework for research, development, liberalization, transportation services of Thai border trade: a case study in Ranong , on the free trade services as follow: Cross-border Supply, Consumption Abroad, Commercial Presence, and Presence of Natural Person (Sakapas Saengchai, 2015).

This research focuses on the importance of Thailand for free trade in services. The Thai border in Ranong to create a competitive advantage in the ASEAN Economic Community and ASEAN Free Trade Area Therefore, in order to maximize the benefits of education and international relations in Thailand and ASEAN countries, this research aims to:

1. To study and analyze expanding links between the liberalization of Thai border transportation services Under the framework of cooperation and agreement of ASEAN countries. Border Trade Agreements and Enhancing Trade and Economic Development along the Border Area Both cross-border trade Consumption Abroad Establishing a business to serve and personnel movement Including the opening of ASEAN personnel to work. Research sources are below:

1.1 Analysis of documents, articles, research, and other reports related to the topic. For example, meeting reports, ASEAN Development Plan, important minutes on free trade services cooperation in ASEAN in regards to the Thai Border Trade and ASEAN Free Trade Areas in Ranong to create competitive advantages for Cross-border Supply, Consumption Abroad, Commercial Presence, and Presence of a Natural Person.

1.2 In-depth interviews with Provincial Governor, Provincial commerce, Ranong Customs House Administration officials, etc. on issues related to the development of transportation services in compliance with the regulations and measures to promote trade, marketing, investment, employment, the use of raw materials from neighboring countries, and utilization of ASEAN's transport links.

1.3 Group discussions on key issues for promoting liberalization of cross-border transport services and cooperation in the free trade development with the public operators on the 4 modes of supplies i.e. Cross-border Supply, Consumption Abroad, Commercial Presence, and Presence of a Natural Person.

2. To study the development of transportation services of Thai border in Ranong province to have a competitive advantage in the ASEAN Economic Community the research methods are:

2.1 in-depth interviews with government officials on issues relating to the development of border trade. Free Trade Development Services in the framework of the ASEAN Community and ASEAN Free Trade Area Include guidelines or project proposals to get ideas. Methods from various sectors to synthesize and the analysis is conclusive, tangible and clearly supportive.

2.2 Group discussion with the public labor force on key issues for the development of liberalization of Thai border transportation services in Ranong, the movement of personnel, the opening of ASEAN personnel to work. There are knowledge exchange Regional languages and cultures in the region are convenient and competitive.

2.3 Group discussion with community leaders. People in the area Continued observation of issues related to increased public participation in border development at each level is as follows: Level of awareness of government agencies Level of consultation Entry Cooperation and the level of promotion of power or public activities.

Conclusions

Development of Free Trade Transportation Services along Thai border in Ranong

1. Cross-border Service refers to the trade services provided by the service provider in another geographic area to the recipient, with recommended developments below

1.1. Development in infrastructure and land transportation to facilitate the expansion of the bus connection from Laem Chabang Port to Chumphon and Ranong.

1.2. Bridge construction connecting Ranong border to the Song Island to facilitate transportation, trade, communication, as well as, increasing efficiency in logistics networks and expansions of Thai-Myanmar border economies and other ASEAN countries.

1.3. Expansion of shipping routes And deep sea port development in cross-border transport services.

2. Consumption Abroad means that the customer travels to the service provider's country, with recommended developments below:

2.1. Expansion of trades with Burma, especially in the goods and services that Thailand and our border areas have outstanding products and competitive advantages.

2.2. Acceleration of contacts with business owners in Burma, India, other ASEAN regions, in using the border areas of Ranong as center for communication and contacts for investments, coastal trade transactions, as well as, gateways to other areas.

3. Commercial Presence means the provider travels to the recipient's country and establish the business within the recipient's country.

3.1. Development of cooperation for products distribution between Thailand's Andaman sea with private sector businesses to distribute products by sea transport to Phuket, Satul, Penang Port, and from Penang to Satul, Phuket, and from Ranong port to other ASEAN countries.

3.2. Expansion of transportation services and port transactions with private sector

businesses in BIMSTEC countries including Bangladesh, Sri Lanka, India, Myanmar, Nepal, Bhutan and Thailand.

4. Presence of Natural Person means that the service provider travels temporarily to service in the recipient country.

4.1. Development of skills for Thai Workers in cooperation with private sector businesses e.g. studying projects abroad, improving English communication skills, as well as, local languages of other partnering countries.

4.2. Exchange of government personnel and local authorities along the border with neighboring countries in ASEAN to develop collaboration, including knowledge transfer, advanced technology tools sharing, and to reinforce good relationships among ASEAN countries.

Development of border trade with people

1. Acknowledged data from state agency

Provincial Government Department of Provincial Customs Should publicize Publish border trade information by coordinating with local administrative organizations. To promote the news from the agency to be aware of the same understanding. It will be beneficial for people in border areas and neighboring countries to participate in the development of border trade in Ranong.

2. Consulting

When people get information from government agencies. Or community leader People will be able to brainstorm ideas through public forums held in the area. Current Border Trade Area Condition The problematic condition must be solved. Other needs In order to gather important information for analyzing the situation, area, and direction of development.

3. Involvement

People in the area can play a role in participation, policy formulation, economic development plan, border trade, development projects, which has Ranong Customs House, Local administrative organizations in the district and province It is a coordinating agency. Taking into account the potential of community space, existing resources and the needs of the people. In order to have a plan and development project that comes from public participation.

4. Coordination

After the people have been offering activities Border Trade Economic Development Program. There are government agencies, provincial commercial customs. Local administrative organizations in the district and province It is an agency that collects projects for consideration, approval, and promulgation. Projects will be driven to fulfillment people will have a role to play in the activities.

5. Supporting power or activity of people

Provincial Government Department of Provincial Customs Local administrative organizations in the district and province Encourage the public to brainstorm the direction of economic development, border trade with the people's own decisions. It is a project that comes from the needs of people in the area. It will make people learn together. By focusing on the participatory process, self-help, self-help. It is a community-driven force that strengthens the development of the border area.

Acknowledgement

The study is well supported by the Suan Sunandha Rajabhat University, as well as those involved. Ranong Governor, Commercial Ranong, Head of Ranong Customs House, Port Authority of Thailand, Government officials, officials, entrepreneurs, community leaders, people in Ranong border area, Ranong province, facilitated and participated in providing Information and participation in activities affecting this study.

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