

# Proceedings

รายงานการนำเสนอผลงานวิจัยในการประชุมวิชาการระดับนานาชาติ  
International conference on “Implications of Research in  
Business, Economics, Management Social Sciences and  
Humanities (IRBEMH-MAY-2017)

โดย

นางสาวกรรณิการ์ ศรีพนมวรรณ  
อาจารย์ศุภมิตร ศรีสวัสดิ์  
อาจารย์ ดร.ฉัตรรัตน์ โหตระไวศยะ  
วิทยาลัยโลจิสติกส์และซัพพลายเชน

ได้รับงบประมาณสนับสนุนจากกองทุนพัฒนาบุคลากร  
มหาวิทยาลัยราชภัฏสวนสุนันทา ประจำปีงบประมาณ 2560

# Proceedings

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มหาวิทยาลัยราชภัฏสวนสุนันทา ประจำปีงบประมาณ 2560

**CONFERENCE BOOK OF  
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**AN** 



**Venue: Osaka International Convention Center  
5 Chome-3-51 Nakanoshima Kita Ward, Osaka  
Osaka Prefecture 530-0005, Japan  
Date: May 15-16, 2017**

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# Book of Abstracts Proceedings

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Osaka, Japan | May 15-16, 2017

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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
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- Chemistry & Chemical Engineering
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- 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. Sukri Palutturi**

“International Conference of Akademika 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. Sukri Palutturi

Conference Chair

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



## KEYNOTE SPEAKER

**Dr.Chitpong Ayasanond**



Dr.Chitpong Ayasanond is the Director of Master of Business Administration in (M.B.A. Logistics and Supply Chain Management) from College of Logistics and Supply Chain Suan Sunandha Rajabhat University, Bangkok, Thailand.

Logistics is an important knowledge-based economic activity that has a major role in the world economy. The term Logistics is sometimes used almost synonymously with the term Supply Chain. A classic definition of Logistics associates it with everything involving the planning, the organization and running activities that provides customers with goods or services. Thailand is a country with an advantage in transportation and logistics due to its location at the center of the region.

However, there are significant issues such as concrete government support for the development and creation of a logistics and supply chain network. Include systematic and serious support and preparation for logistics personnel and service providers. This Academic Conference will be one of the driving-force to provide knowledge management of industry operators.

## CONFERENCE SECHDULE

ANISSH-2017

**Venue:: Osaka International Convention Center 5 Chome-3-51 Nakanoshima, Kita Ward, Osaka, Osaka Prefecture 530-0005, Japan**

**Time: Registration & Kit Distribution (8:15 am - 9:00 am)**

**Day: Monday**

**Date: May 15, 2017**

**Venue: Room 1**

09:00 am - 9:15 am	Introduction of Participants
09:15 am - 09:30 am	Inauguration and Opening address
09:30 am - 9:45am	Keynote Speech- <b>Dr. Chitpong Ayasanond</b> - Suan Sunandha Rajabhat University, Thailand
09:45 am - 10:00 am	Grand Networking Session

**Tea/Coffee Break (10:00 am - 10:30 am)**



**DAY 01 Monday (May 15, 2017)**

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

**Venue: Room 1**

**Session Chair: Dr Chitpong Ayasanond**

**Presenter Name**

**Manuscript Title**

**Paper ID**

**Track A: Social and Humanities Studies**

Natthakan Roothamnong	The Survey of High School Students Behaviours Towards International Programme in the Universities, Case Study of High School Students in Salaya Sub-District, Phutthamonthon District, Nakornpathom Province	IRBEMSH-057-ANI111
Thipjutha Deedom	Factor of Religious Tourism for Asian Tourist who Speak English, A Case Study of the Grand Palace Bangkok, Thailand	IRBEMSH-057-ANI118
Kanikar Sripanomwan	The Development Transportation with Lean Management; A Case of Van Transportation	IRBEMSH-057-ANI120
Hathaipun Soonthornpipit	The Development of the Law Relating to Registration of the Machinery in ASEAN Community	IRBEMSH-057-ANI126
Chatrarat Hotrawaisaya	Study Van Routes and Create a form of Transportation: A Case Study Nakorn Phathom Education Center, Suan-sunandha Rajabhat University	IRBEMSH-057-ANI112
Salisa Hemmapan	The Influence Factors of Freight Forwarders Selection Criteria among Shipper in Thailand	IRBEMSH-057-ANI114
Sasiwimon Wongwilai	Study lime supply chain in Thailand	IRBEMSH-057-ANI115

**Lunch Time: (12:00 pm - 01:00 pm)**



**DAY 01 Monday (May 15, 2017)**

**Second Presentation Session (01:00 pm - 02:30 pm)**

**Venue: Room 1**

**Session Chair:Edy Suandi Hamid**

<b>Presenter Name</b>	<b>Manuscript Title</b>	<b>Paper ID</b>
Bunyaporn Phoothong	Feasibility Study for the Establishment of the Restaurant Business in the Market: A Case Study of the Market, Dusit Bangkok Thailand	IRBEMSH-057-ANI103
Duangjai Jandasang	The Development of Logistics and Supply Chain to Increase the Export Value of Shrimp Farming Beautiful Thailand, Samut Prakan	IRBEMSH-057-ANI104
Anuch Nampinyo	The Market Factors that Influence the Decision to Buy the Product from the Retailer, Wattana, Bangkok, Thailand	IRBEMSH-057-ANI105
Natpatsaya Setthachotsombut	Potentiality Enhancement of Supply Chain: with Agility and Resilience Capability	IRBEMSH-057-ANI106
Jatturong Ploenhad	The Factors that Contributed to the Accident Transport Truck Transport Routes In Nakhon Pathom Thailand	IRBEMSH-057-ANI107
Pornkiat Phakdeewongthep	The Application of Greedy Randomized Adaptive Search Procedure (GRASP) for Vehicle Routing Optimization	IRBEMSH-057-ANI108
Tanasarn Panichayakorn	Factors Influencing the Reduction of Transportation Costs of Container Operators at Laem Chabang Port, Thailand Applied by AHP Technique	IRBEMSH-057-ANI110

**Tea Break: (02:30 pm - 02:45 pm)**



**DAY 01 Monday (May 15, 2017)**

**Third Presentation Session (02:45 pm - 04:00 pm)**

**Venue: Room 1**

**Session Chair: Dr Chitpong Ayasanond**

**Presenter Name**

**Manuscript Title**

**Paper ID**

Edy Suandi Hamid	Human Development Index and its Factors:The Effect on Global Competitiveness Index in ASEAN	IRBEMSH-057-ANI113
Wiriyaa Boonmalert	Factors Influencing the Enhancement of Restaurant Business for Halal Culture Tourists In Bangkok	IRBEMSH-057-ANI116
Preecha Wararatchai	The participation of Ecotourism Management in Samui District, Suratthani Province	IRBEMSH-057-ANI117
Bundit Phrapratanporn	Product Delivery Service Quality of Industrial Manufacturers	IRBEMSH-057-ANI119
Tommanee Sooksai	Study for Applying Active Learning Theory for Master Degree in Logistics Technology	IRBEMSH-057-ANI123
Dr. Jiho LEE	What Can We Learn From Sticky And Flexible Prices Excluding Regulated Prices?	IRBEMSH-057-ANI133



**DAY 01 Monday (May 15, 2017)**

**Fourth Presentation Session (01:00 pm - 02:30 pm)**

**Venue: Room 1**

**Session Chair: Dr. Sukri Palutturi**

<b>Presenter Name</b>	<b>Manuscript Title</b>	<b>Paper ID</b>
Kamolbhibhat Chanasith	Product Development Karanda Fruit (Carissa Carandas Linn.) Sorbets and Yogurt Ice-Cream	IRBEMSH-057-ANI127
Kraiwit Sinthukhammoon	The Analysis of Procurement and Inventory Policy: Steel Tank Firm	IRBEMSH-057-ANI129
Varaporn Saninmool	Development of Logistics Systems for Tourism in Phut-thamonthon District Nakhon Pathom Province Thailand	IRBEMSH-057-ANI125
Sudarat Pimonratanakan	The Influence of the Human Resource Development through the Learning Organization that Affect the Organization Development	IRBEMSH-057-ANI130
Anchalee Hiranphaet	Study, Transportation Management of Dye Products. Case Study of ABC Co. Ltd.	IRBEMSH-057-ANI122

**Closing Ceremony: (05:00 pm -6:00 pm)**



## **Participants Registered As Listener/ Observer**

The following Scholars/ practitioners who don't have any paper presentation, however they will attending the conference as delegates & observers.

**Official ID:** IRMMHS-057-MHS101A

Vikram P. Shah,M.D.

MD- Doctor of Medicine,USA



## Conference Reviw Committee

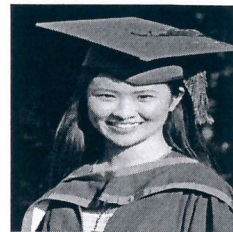
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College of logistics and supply chain/ Suan Sunandha Rajabhat  
University, Thailand



## The Transportation Development with Lean Management; A Case of Van Transportation

Kanikar Sripanomwan\*<sup>1</sup>, Supamit Srisawat<sup>2</sup>, Chattrarat Hotrawaisaya<sup>3</sup>

College of Logistics and supply chain, Suansunandha Rajabhat University, Thailand  
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**Abstract.** This research study wastes in activities in transportation. The objective of this research includes 1) study wastes of transportation in university 2) study knowledge of lean manufacturing and lean tools in transportation 3) develop lean tools to reduce the lead time and improve efficiency of transportation. In this research focus on public transportation in Suansunandha Rajabhat University. The methodology of this research is definition problems, research design, population selection, data collection and results. The population of this research is 27 drivers whom have contacts with the university. Group sampling is 25 drivers that is . The research tools are questionnaire and in depth interview. They are interviewed about the process and wastes in transportation. They are 8 wastes: overproduction, waiting, transporting, processing, inventory, movement, defects and talent that are not adding value for transportation. After that, the researcher study lean manufacturing and tools that are flexible resource, pull system, JIT and quick set up. The results of this research show that the wastes in van transportation are 1) overproduction at 50% 2) waiting at 32% and processing at 15% and another at 3%. Most of drivers do not have talent about communication, information technology and scheduling management at (42%, 21% and 5%) as respectively.

*Keyword--* Lean, Wastes, Transportation

### INTRODUCTION

Business in Thailand has been developed and improved performance for high competition. Most businesses have to improve product quality and reduce cost and lead time (Rajan, 2001). In the past, forecast method was used for production, but the inventory was high level and costs. The lean management system is used for solving these problems, especially Just in time (Holloway and Hall, 1997). It becomes a new strategy to reduce costs, lead time and increase profit and performance. Lean purpose is waste elimination. Fawaz (2003) suggested that lean is a continuous flow without wastes and non value added.

*The objectives of this research concludes;*

- 1) To study wastes in public transportation
- 2) To improve efficiency of public transportation via the lean management system

*The problems of this research*

- 1) The poor communications between university and public transportation is the class schedule, number of students and the number of available vehicles.
- 2) The routes of public transportation are not related to the dormitories and service apartments.

The limitation of this research is focused on students who are studying in the Nakornpatom Education Center in 2016-2017.

### LITERATURE REVIEW

Lean Management has been set up in 1980 by Toyota Production System that was a part of research of Massachusetts Institute of Technology, USA. The research found that Toyota supplied cars around the world with high quality. Toyota had efficient design, production, market and service so they were the factor of reduce wastes in the company. All suppliers collaborated and created the value chain to improve cars. Allen (2001), Feld (2001), Bradley (2002), and Jared (2002) shows the characteristics of lean management;

Lean is the holistic and sustainable approach. The company uses resource with high performance and serve all customer satisfaction.

Lean becomes the strategy of many companies as follows;

- 1) Lean is proven. Lean is used in small, medium and large companies. It shows Lean can apply to every sector of business.
- 2) Lean makes sense. Although Lean has been applied since 1980, it is modern and improve efficiency of production and human resource.
- 3) Lean is accessible. Every employee can study and support in tasks easily because it is not expensive, difficult and complex.
- 4) Lean is inclusive. The Lean management is the tools and support TQM, Six Sigma and BPM.
- 5) Lean is for everyone.

### *The principles of lean management*

- 1) Value must know what customers want and make production, according to customer's requirement. If we produce what customers don't want it, it is the wastes (Waste-Free). The process is carried out correctly by the required time and effort to get rid of the waste out of the primary process. Therefore, the process of creating value, so it is important that the client will be the last value defined. For this reason, the one of the wastes (muda) is the process that a customer does not want. The company uses the lean management system to determine the accuracy of product and determine the value of an item in the exchange offer to customers or other companies. Companies that have lean manufacturing, improve quality of goods, organization, employees and production plan.
- 2) The Value Stream Mapping is a diagram of the process of writing to illustrate the flow of materials and information on the production process. It makes the removal process without causing and increase added value. Process diagram can be done by creating the Value Stream Mapping (VSM). The VSM is all the activity or task that causes both added value and no value for the customer.
- 3) The product flow should be flowing through the process continuously and consistently. It should not have waiting time, which will lead to levels of Inventory. A continuous flow will cause the production. There is a short lead time that supports plan from the Make-to-order to the Make-to-Stock. Moreover, it can control production volumes to the demand of customer requirement. To prevent wastes from continuous flow production without the wait, it leads to material inventory at zero level. It may use cellular layout to remove the wastes in production line.
- 4) The pull system is the part of the lean concept. The production process based on the quantity the customer needs to provide a range of time that is required to eliminate inventory. In the lean management system, inventory will be considered to be the waste in production. Therefore, manufacturers should produce with the accurate demand from customers. This principle is based on an adequate amount in the moment. The objective of producing timely fit (Allen, 2001). It creates a balance and relations of production with the demand to eliminate excessive waste. Normally, Takt time is used in this process. This will reduce the materials inventory.
- 5) The Waste form Perception is to add value to the most by the continuous improvement. It has 3 elements. The first is to achieve product design and manufacturing process. Its features and processes add value to products and customer. The second, the structured system for continuous flow systems should be zero waste. The last one is perfection or Kaizen. It is an assessment tool to improve performance. Therefore, services and operations should consider the continuous improvement by Benchmarking and performance measurement for example balanced scorecard.

### METHODOLOGY

This research study wastes and apply lean management into the public transportation at the Suansuandha Rajabhat University. It can reduce cost and waiting time of students. The methodology of this research is concluded:

#### *1) Primary data and secondary data collection*

Literature reviews are analyzed in term of transportation, cost and lean management system. The researcher also interview 5 drivers that are costs, route, communication and wastes in transportation. The population of this research is 27 drivers. Group sampling is 25 drivers with level significance at 0.5. The questionnaire is a tool in this research. The detail are personal data, 8 wastes and lean management system in transportation.

#### *2) Problem analysis*

This part illustrates problems that collect data from primary and secondary data. The purpose of this part is to find out the guideline to solve the problem.

#### *3) Lean application in public transportation*

The researcher analyses all data and select the principles of lean that can solve problems in van transportation at the University.

#### *4) Summary and suggestion*

The final part of this research shows the wastes and lean apply to reduce the wastes and costs of transportation.

## References

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