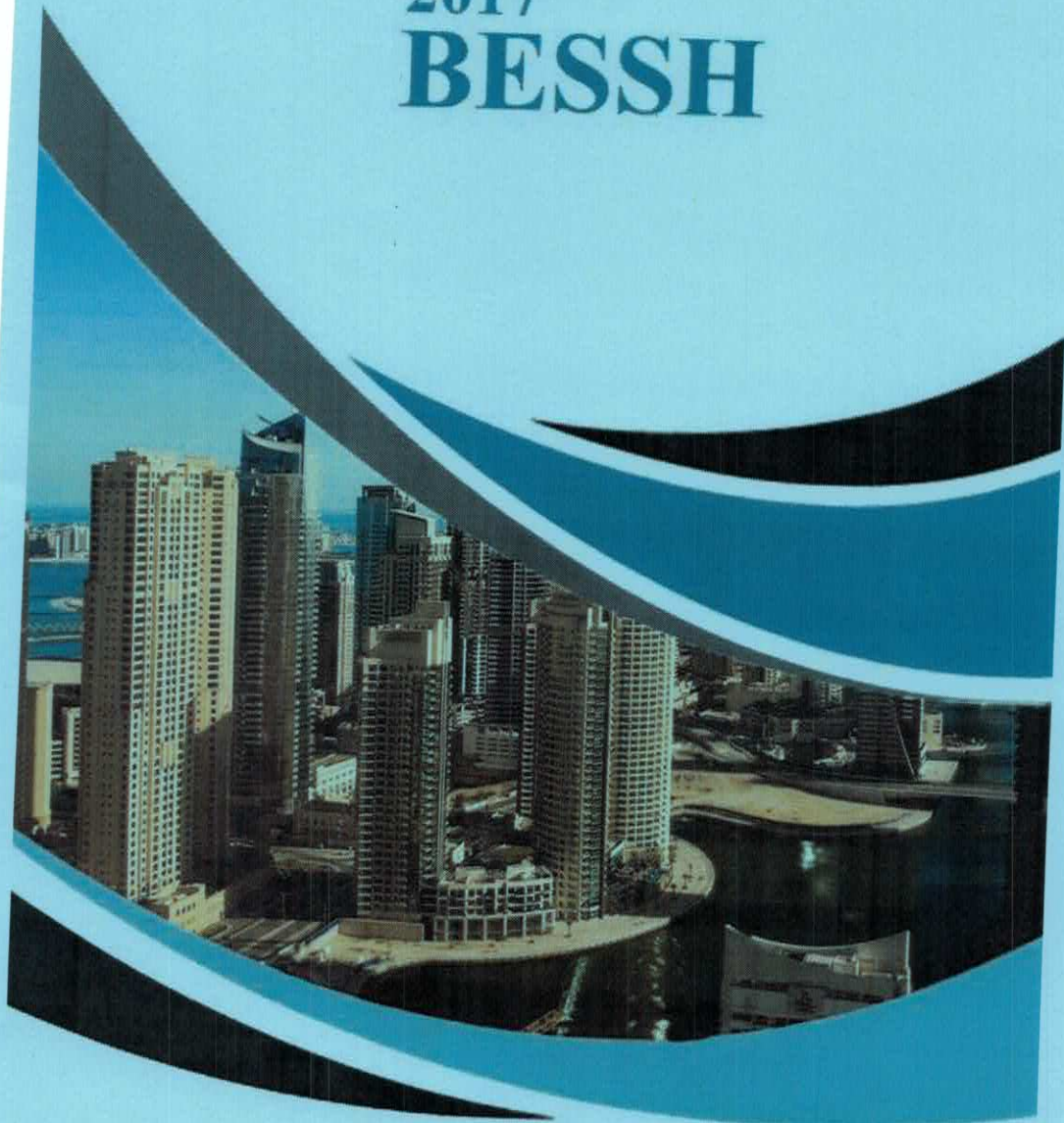




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CONFERENCE PROCEEDINGS

BESSH-2017

**International Conference on
“Business Economics, Social Science & Humanities”
(BESSH-2017) Seoul, Korea**

**International Conference on
“BUSINESS ECONOMICS, SOCIAL SCIENCE &
HUMANITIES”
(BESSH-2017)**

Seoul, Korea

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**International Conference on
"Business Economics, Social Science & Humanities
Seoul, Korea**

**Venue: Gangnam Artnouveau City Hotel49, 74 gil,
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CONFERENCE CHAIR MESSAGE

Dr. Malika Ait Nasser (PhD)

International Conference on Business Economic, Social Science & Humanities” serves as platform that aims to help the scholarly community across nations to explore the critical role of multidisciplinary innovations for sustainability and growth of human societies. This conference provides opportunity to the academicians, practitioners, scientists, and scholars from across various disciplines to discuss avenues for interdisciplinary innovations and identify effective ways to address the challenges faced by our societies globally. The research ideas and studies that we received for this conference are very promising, unique, and impactful. I believe these studies have the potential to address key challenges in various sub-domains of social sciences and applied sciences.

I am really thankful to our honourable scientific and review committee for spending much of their time in reviewing the papers for this event. I am also thankful to all the participants for being here with us to create an environment of knowledge sharing and learning. We the scholars of this world belong to the elite educated class of this society and we owe a lot to return back to this society. Let’s break all the discriminating barriers and get free from all minor affiliations. Let’s contribute even a little or single step for betterment of society and welfare of humanity to bring prosperity, peace and harmony in this world. Stay blessed.

Thank you.

Dr. Malika Ait Nasser (PhD)

Conference Chair

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Critical Success Factors of Thai Logistics Service Provider in ASEAN Region

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Abstract

As the ASEAN Economic Community which was officially declared the establishment in the end of December 2015 the official starting point for Thailand and ASEAN countries will move forward together to the brand new business platform to expand the current level which is the single country competitive level to the grouping competitive level in the world market. The logistics cost per GDP of Thailand is around 16-19 percent which is relatively high and still has plenty of room for improvement. Thai logistics service providers (LSPs) will have to improve themselves in order to be able to compete with the other countries. However, the role of the critical success factors (CSFs) for analyzing the performance of Thai LSPs has attracted much attention. So this research aims to study the current CSFs of the Thai LSPs which operate themselves in ASEAN countries which were studied are cost, relationship, service, quality, information and equipment system, flexibility, delivery performance, location and reputation. All of the factors were proved to be a positive significant factor to the successful of a logistics service provider but the CSF which has the most significant level is "cost".

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Keywords— ASEAN, Critical Success Factor, Logistics Service Provider, Thailand

Introduction

Logistics has an increasingly important role in the economy of the global marketplace representing approximately 8.5 percent of the gross domestic product of the USA and accounting, on average, for 10 percent of European countries. Council of Supply Chain Management Professionals, 2012. Logistics is estimated as a major expenditure for businesses, though varying widely across sectors. Consequently, in today's competitive environment there is a pressing need to control logistics costs and performance measurement has proven a successful tool in achieving business objectives.

Also with the ASEAN economic community was active from 2015, the logistics industry was changed to respond to the change. The international trade and investment was increased in amount of transaction and investment. The stakeholder in the trade and investment was relied on each other more than it used to. As the aim of the business is to create as much as profit which can be done by increase the selling price or reduce the cost. In order to achieve the aim of the business, all of the organization which operates in the individual ASEAN country expand its business to the other ASEAN country. Indeed, observers are increasingly perceiving supply chain as a vital representation of interorganizational relationships; some researchers even argue that competition has shifted from firm vs. firm competition towards supply chain vs. supply chain struggles.

So in order to increase the competitiveness and market awareness of Thai's logistics service provider, research was created to define the critical success factors of the business and will be the information and data for research of the logistics service provider's critical success factor.

Literature Review

Logistics is one of the dynamic activities that enables the connection between production and consumption (Lolacci, et al. 2012). According to the Council of Supply Chain Management Professionals, logistics consists of processes encompassing planning, implementing and controlling the flow of goods, services and information (Vitasek, 2013). Logistics is a complex business and that can be measured from different perspectives. The objectives of logistics is to guarantee the efficiency and the efficacy of all the procedures from the origin to the point of destination whilst meeting the customers' required quality, including information reliability and responsiveness to customers' needs. Logistics is not only relevant for the production sector but it is also crucial for the service sector.

This research is the descriptive research and exploration research which is objected to study the critical factors of Thai's logistics service provider which operate in ASEAN region. The populations for the Critical Success Factors of Thai Logistics Service Provider in ASEAN Region research are 50 customers of Thai's logistics service provider which operate all around ASEAN countries.

In this research, the fixed-response interview is used. The populations of this research are 50 customers of logistics service providers which operate all around ASEAN countries. These customers can be separated into two groups: domestic customers which use the service only for domestic transaction and the customers which use the service for international transaction. The questions in the questionnaire are developed by study the related information and literature review then created the drafted questions in the questionnaire and sent to the 2 researchers for correction. The interview question can be divided into 2 parts which are the general information and the research question.

Result

Factors related to success of Thai Logistics Service Provider in ASEAN Region

In this research, there are several factors which probably related to the success of the Thai's logistics service provider which are cost, relationship, service, quality, information and equipment. These factors are all important for logistics service provider business and also have the same effect to the Thai's logistics service provider business as they effect the business in all other countries.

Success Factors for Domestic Transaction Customers

In the factor for domestic transaction customer, the most significant critical success factor for the Thai's logistics service provider which operate in ASEAN region is the cost which has the significant level at 4.85. The service quality also have the high significant level at 4.58 and 4.56 respectively. The result from the questionnaire show moderate significant factors are relationship and information which has a score of 3.75 and 3.43 respectively. The factors which received the quite low significant level in the critical success factor for the Thai's logistics service provider are equipment.

Success Factors for International Transaction Customers

In the factor for international transaction customer, the most significant critical success factor for the Thai's logistics service provider which operate in ASEAN region is the cost which has the significant level at 4.85. Service quality, information and relationship also have the high significant level at 4.52, 4.44, 4.55 respectively. And the factors which received the quite low significant level in the critical success factor for the Thai's logistics service provider are equipment as well as the factor for domestic transaction customers.

Conclusion

From the result of the "Critical Success Factors of Thai Logistics Service Provider in ASEAN Region" research, the result can be concluded as there are 3 issues to mention. First, the most significant critical success factor for both domestic and international transaction is "Cost" so the cost is the factor which each Thai's logistics service provider has to concern. If the cost of service is fair for customer and competitive with the competitors, the business will be doing fine. Second, "Equipment" factor is the least critical success factor for both domestic and international transaction. This can be concluded that even though the equipment is one of the important factors for increase the customer satisfaction by reduce the error and the unexpected incident from the equipment, the customers in both domestic and international transaction are not pay much attention in this factor. Third, it is about the "Information" and "Relationship" factor. Both factors are received more significant level in international transaction than in the domestic transaction. This is the result of the trust in the transaction which is more common in the local or domestic transaction but was pay attention by the customer who ship the good to the other countries in ASEAN region.

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