



PROCEEDING

รายงานการนำเสนอผลงานวิจัยในการประชุมวิชาการระดับนานาชาติ  
“The 18th International Conference on Management, Business,  
Social and Humanities Research (MBSHR-MARCH-2018)”

.....

เรื่อง

“Economic value added toward Beverage business using  
Backhaul process of reused bottle.”

โดย

ผศ.ดร.ปรีชา วรรัตน์ไชย  
วิทยาลัยโลจิสติกส์และซัพพลายเชน

ได้รับงบประมาณสนับสนุนจากกองทุนพัฒนาบุคลากร  
มหาวิทยาลัยราชภัฏสุรินทร์ ประจำปีงบประมาณ พ.ศ.2561



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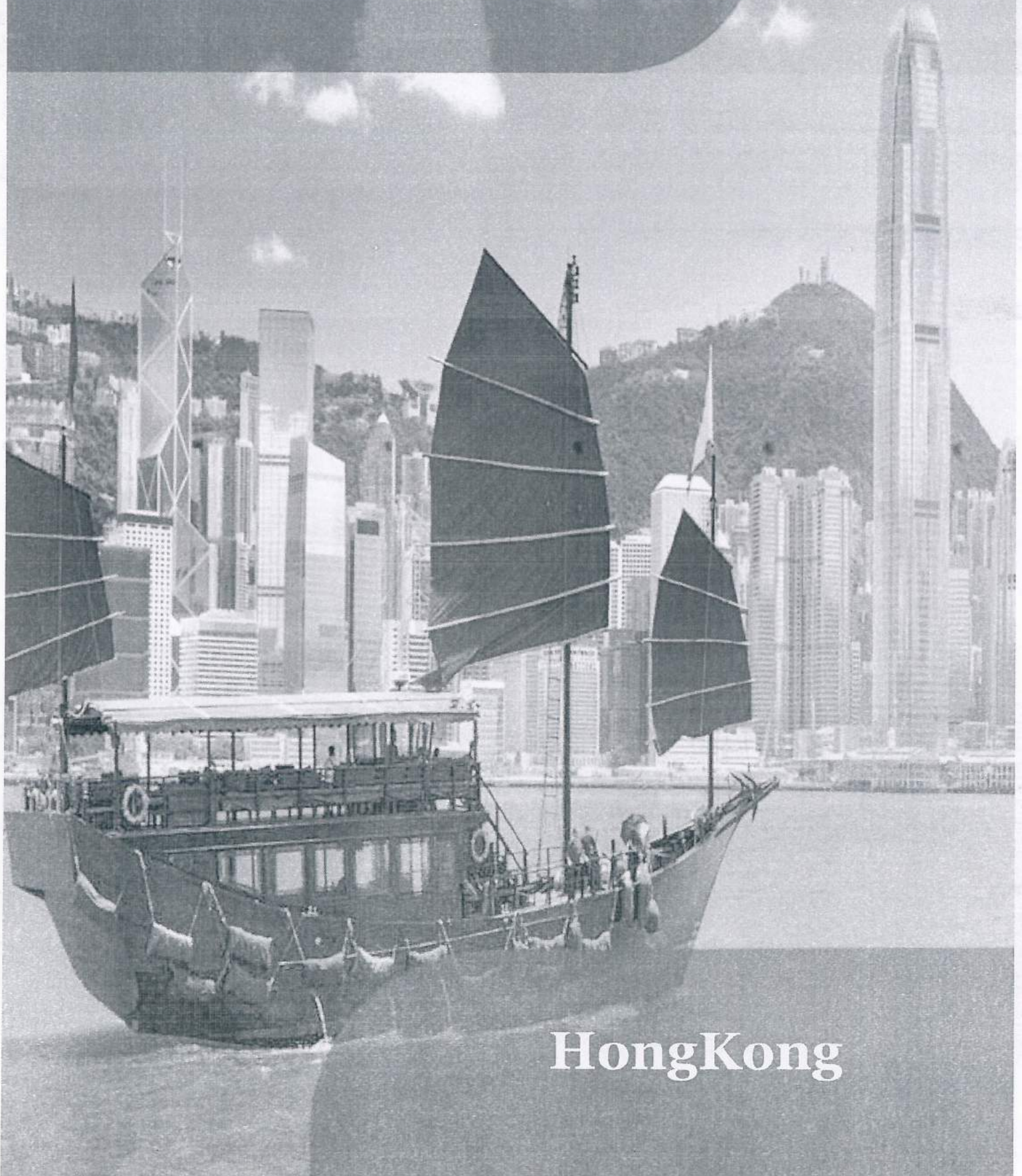
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18th International Conference on  
Management, Business, Social and  
Humanities Research (MBSHR)  
(MBSHR-MARCH-2018)



HongKong

*BOOK OF FULL  
PAPER  
PROCEEDINGS*

# **Full Paper Proceeding Book**

**18th International Conference on Management,  
Business, Social and Humanities Research (MBSHR)  
(MBSHR-MARCH-2018)**

HongKong  
March 14-15, 2018  
ISBN: 9979-53-8003-6

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Proceedings of the 18th International Conference on Management, Business, Social and Humanities Research (MBSHR)

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*18th International Conference  
on Management, Business,  
Social and Humanities  
Research  
(MBSHR-MARCH-2018)*

Venue: Hotel Jen Hong Kong 508 Queen's Road West,  
Hong Kong

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**Theme:** Promoting research and developmental  
Activities through Social Sciences innovation

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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

## Table of Contents

Scientific Committee.....	
Organizing Committee.....	
Conference Tracks.....	
Conference Chair Message.....	
Active Learning Effect to Thai Students Learning Outcomes.....	
Study Demand of Public Transportation In Phutthamonthon District,Nakornpatom.....	
The Study On Development Of Criterion And Indices For The Approval of Non-Spectrum Television Licenses.....	
Study Affecting Factors of Rail Transportation in Hualampong Station.....	
Inventory Planning for Ready-Made Shop: A Case Study Clothes Shop (Studio22).....	
The Constructional Materials Purchasing problems in the ABC company.....	

The impact factors of transport selection in the Dynamic  
Transport Co., Ltd.....

The use of line app as a channel of internal communication:  
its effects on employee engagement.....

A Guideline for increasing Transportation Efficiency: A case  
study ABC Co.,Ltd.....

The Effects of Perceived Threat on Attitudes toward  
Government:.....

## CONFERENCE CHAIR MESSAGE

**Dr. Vincent**

International Conference of Akademika Nusa Internasional Association of Social Sciences and Humanities} 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 and applied 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**

Conference Chair

Email: [conference.chair@anissh.com](mailto:conference.chair@anissh.com)

## CONFERENCE SECHDULE

ANISSH-2018

Venue: Hotel Jen Hong Kong 508 Queens Road West, Hong Kong

Time: Registration & Kit Distribution (09:00 - 09:10 am)

Day: Wednesday

Date: March 14, 2018

Venue: Room 1

09:10 am - 09:20 am	Introduction of Participants
09:20 am - 09:30 am	Inauguration and Opening address
09:30 am - 09:40 am	Grand Networking Session

Tea/Coffee Break (09:40 - 10:00 am)

DAY 01 (March 14, 2018)

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

**Venue: Room 1**

**Session Chair: Dr. Vincent**

**Track A: Business, Economics, Social Sciences and Humanities**

<b>Presenter Name</b>	<b>Manuscript Title</b>	<b>Paper ID</b>
Saiwimon Wongwilai	Study Demand of Public Transportation in Phutthamonthon District, Nakornpatom Province	MBSHR-038-ANI101
Ms Natthakan Roothamnong	The Study on Development of Criterion And Indices for the Approval of Non-Spectrum Television Licenses	MBSHR-038-ANI102
Chattrarat Hotrawaisaya	Study Affecting Factors of Rail Transportation in Hualampong Station	MBSHR-038-ANI103
Preecha Wararatchai	Economic Value Added Toward Beverage Business Using A Backhaul Process of Reused Bottles	MBSHR-038-ANI106
Ruengrawee Malijaroenwong	A Guideline For Increasing Transportation Efficiency: A Case Study Abc Co.,Ltd	MBSHR-038-ANI107
Hathaipun Soonthornpipit	The Effects of Perceived Threat on Attitudes Toward Government	MBSHR-038-ANI108
Suchart Tripopsakul	Entrepreneurial Orientations and Intention Of Undergraduates: The Evidence from Thailand	MBSHR-038-ANI109
Ng Tuan Hock	Product Life Cycle Sustainability: A Framework for Electronic Waste (e-waste) Prevention	HKS-338-102

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

ANES

DAY 01 (March 14, 2018)

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

Venue: Room 1

Session Chair: Dr. Vincent

**Track A: Business, Economics, Social Sciences and Humanities**

<b>Presenter Name</b>	<b>Manuscript Title</b>	<b>Paper ID</b>
Siriwan Khongtung	The Constructional Materials Purchasing Problems in the ABC Company	MBSHR-038-ANI110
Patcharee Pakawanit	The Impact Factors of Transport Selection in the Dynamic Transport Co., Ltd	MBSHR-038-ANI111
Wissawa Aunyawong	The Use of Line App as A Channel of Internal Communication: Its Effects on Employee Engagement	MBSHR-038-ANI112
Issawat Dulyawaysasuk	Inventory planning for ready-made shop: A Case Study Clothes shop (Studio22)	MBSHR-038-ANI115
Eli Cohen	The importance of Country of Origin for wine consumers in Hong Kong	HORBM-MARCH-HK

**Track B: Medical Medicine and Health Study**

Wong Yoke Rung	A Cadaveric Study of Synovial Fluid Kinematics at the Scapholunate Joint	HKM-338-101
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Closing Ceremony

**Conference Day 02 (March 15, 2018)**

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

AN&S

## **Economic value added toward Beverage business using backhaul process of reused bottle.**

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College of Logistics and Supply Chain, Suan Sunandha Rajabhat University, Bangkok, Thailand.  
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Abstract. The purposes of the research were to (1) study the level of opinion on strategic advantage in cost reduction of a beverage business using backhaul process of reused bottle, (2) study the level of opinion on economic value added toward beverage business using backhaul process of reused bottle and (3) compare the level of opinion on economic value added toward beverage business using backhaul process of reused bottle by personal factors. The sample for this study consisted of 207 employees of Thai Bev Recycle Co., Ltd. The tool used for collecting data is a questionnaire. Data collected from respondents was analyzed and interpreted using Percentage, Mean, Standard Deviation, T-test, F-test and LSD. The finding revealed that 1. The overall opinion on strategic advantage in cost reduction of a beverage business using backhaul process of reused bottle were at high level, the highest reported average score was for differentiations, followed by quick response and cost leadership. 2. The overall opinion on economic value added toward beverage business using backhaul process of reused bottle were at high level, the highest reported average score was for learning and growth perspective, followed by internal perspective, financial perspective and customer perspective. 3. Employees of different ages, work experience, average monthly income and Marital status showed difference in opinion on economic value added toward beverage business using backhaul process of reused bottle (significance level of 0.05), however, there is no difference in gender

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### INTERODUCTION

Logistic management is a process of moving goods from raw materials to finished products. The payment of raw materials and services from raw material sources to the final warehouse and consumer plants, including related organizations and processes. It started with the delivery of goods, information and services to customers. Including processes such as procurement, production, logistics, inventory control, distribution, information and technology, storage and transportation. All of these processes will be streamlined. Logistics management does not cover only organizations within the organization, but the key is to build relationships with other organizations more efficiently, such as raw material suppliers, transport operators, who try to reduce costs and costs. To transport One way is to reduce the cost of return (Back Haul Cost) or the opportunity cost, that is, in the carriage return. I do not carry anything back. Therefore, the Thai government has focused and tried to reduce the number of empty trucks. The project "TWO WAY TRANSPORTATION THAILAND" to reduce the loss of energy from the transport of the Department of Land Transport. The purpose of the project are

(1) To allow the truck to be transported in the same or similar way, return shipping to the same or nearby destinations.

(2) To reduce the freight rate for customers to reduce transportation costs and save more than 40-60 percent on each trip (3) to reduce costs to the transport operator in return. It saves energy, and reducing oil loss by importing and helping to develop the economy of the country (Supavut Puttawong, 2010, p. 22).

Nowadays, the beverage business, shipping cost, glass bottle cost is very high compared to the cost of goods due to light weight. At the same time, the cost of transport was reduced by the package to large quantities. Transportation of finished goods to reduce costs, the project started in 2011, where it was found that the process of transportation back. Therefore, the researcher is interested to study the economic value of the beverage business from the transportation process. The aim of the study was to provide an in-depth analysis of the

economic value added to the beverage business through the transport process. The information obtained from this study can be a guideline for improving the awareness of cost reduction for the company. Employees of the operational level and for the support of the management.

### **Research Objectives**

1. To study the level of opinion on the economic value added in the beverage business from the transportation process.
2. To study the level of opinions on strategies to create advantage of reducing the cost of beverage business by using recycled bottle transportation process.
3. To compare the level of opinions on the economic value added in the beverage business from the process of transporting recycled bottles using personal factors.

### **Literary review**

#### **Ideas on Economic Value Added**

Economic Value Added (EVA) is an economic activity measurement tool developed in the late 1980s by Stern and Stewart, who are consultants in international business. He has founded a consulting firm called Stern Stewart Consulting Group, focusing on the economic value of the business. (Benchawan Suk, 2556: 9-10)

At present, the value-added concept of economics is popular in evaluating the organization's performance. It is a tool that can reflect the real economic profitability of a business and economics. The real profit is the profit, the right to deduct everything, including deducting the opportunity cost of the shareholders. The rest of this is the economic gain that an organization can generate in each period is considered to be the true profit of the organization. The advantages of an economic gain is that, it reflects the true profitability of an organization's actual economic performance can more effectively integrate and evaluate your organization's finances. Profitability can be analyzed in several dimensions. In terms of profitability, loss of opportunity it also reflects the ability and effectiveness of management in managing the organization. It can also be used as a way to change the behavior of the organization.

Economic Value Added (EVA) refers to the financial analysis technique used as the Key Performance Index (KPI), which represents the incremental value of an organization. In other words, it is. Economic value is higher than cost of capital used in operations (Benchawan Suk, 2556: 9-10).

#### **Backhaul transportation concept**

The transport function is to move the inputs from the various sources to the factory for use in the production of goods. Once the finished product is finished, it can be stored in the warehouse, for delivery to the middleman. Until the consumer at the time the consumer wants, and in places where consumers find it convenient. In addition, transportation also affects the total cost of supporting the distribution of goods to the market, because transportation costs are a part of the cost of goods sold in the market (Prachuabkirikit, 2556: 192) Benefits of transportation. Transport is considered to be important and essential to our present life and well-being. Transportation is involved in direct and indirect daily living, ie, traveling to and from each other for any purpose. It is considered directly involved. Products and services related to consumer goods are considered to be indirectly involved. Therefore, it is enough to talk about the benefits of transportation as follows: (Mr. Metaphysikul, 2559: 41

1. Transport causes four factors. In today's human life. Need food, housing, clothing and all four drugs are considered essential to human beings. And in order to consume these factors. It requires transportation in a variety of ways. He comes to help, whether it is moving materials as raw materials. Or finished, because we can not produce these things ourselves. It is necessary to transport these things from other sources, so transporting them to factor 4 can meet the basic needs.
2. Transportation creates new communities. It is evident today that new communities are becoming more widespread in every area of transportation. Whatever the mode of transport, Transportation by land, especially by car (road), causes the community to multiply as many times as possible. Or even rail transport. It also creates new communities. Almost
3. Transport to market goods and services. In business, it is necessary to produce goods and services when the production of those goods and services are widespread in as many places as possible. Therefore, transportation is needed to help distribute those goods and services to the market to reach the consumers thoroughly, and easily market every product and service.
4. Transportation contributes to the utility and value. When transportation occurs or when there is any transportation. Always have the utilities always followed. Whether it is a utility in any one. Time utility utilities, etc. The utility of the goods and services will be very much depends on the influence of transport.
5. Transportation contributes to the development of the country. To develop the country to be prosperous and equal with civilized countries. Even developing in the country to be living equally in every place. As a result of the same transportation. This is a great way to make money.

Transportation is important to supporting free trade. Free trade leads to a distribution of production to countries and regions with competitive advantages. From the source of competitive advantage. Products will be transported to distribute to consumers and consumed around the world. Transport facilitates free trade and distribution of resources to countries that are efficient in producing those goods, making the world's resources the most profitable. Transportation will support the efficient use of resources and free trade in the world, with adequate and effective transport services. (Kris Chakrit, Silpakorn Prasert, 2558: 182)

#### **Population and sample**

Population used in research. Population and sample: The staff of Thai Bev Recycled 426 people.

#### **Research tools**

The research instrument was a questionnaire. The questionnaire was divided into 3 parts.

Part 1 Questions about personal factors. Have a questionable answer?

Part 2 Questionnaire about the strategy for reducing the cost of a beverage business by using a bottle reflow process.

Part 3 Questions about the level of economic value added in the beverage industry. Ubonrat Changcharoen (2011) developed a questionnaire with a 5-level rating scale.

#### **Conclusions and results.**

The results of the study on the economic value added in the beverage business derived from the process of transportation back to used bottles, the results as follows.

1. The level of opinion about the strategy of creating a competitive advantage of reducing the cost of beverage business by using the process of re-use bottle transportation showed that the staff saw that the transportation process back to the beverage business could make a difference. The Company sees the improvement in both quantity and quality. This shows that the transportation process can be used as a strategic advantage in business. Transportation to and from the airport will help reduce costs, which is the most popular goal of logistics management. Including transportation. Operators often set the first goal that good transportation management will reduce the cost of the business. It may be fuel, labor or truck maintenance. This is consistent with the concept of Pongthana. Wanich Kochinda (2009: Online) explains that the optimization of transportation by reducing runaway or backhaul management is a transportation management that aims to utilize the load (Load Utilization) complete will hit the car back empty. This will result in the cost of doing nothing in the run-of-the-mill back to the starting point. This is a non-value added cost, and operators must bear the cost of these costs, which is an important part of increasing the cost of ownership. Reduce the ability to compete with. For that reason, show that, the reduction of transportation cost has allowed the company to have enough funds to improve its performance both quantitatively and qualitatively, resulting in greater business differentiation. 2554: 141) describes the differentiation strategies. The variety of products and services that are recognized differently from each other as a result of product feature, after-sales service, technology advancement. Technology, reputation, quality control, status symbols, and desirable image, while Porter (Michael Porter) suggested that the activity, outbound logistics is the basic activity that can be differentiated or diversified as well. The above results are consistent with the research of Jutamas Sunthorn et al. (2556). Ways to reduce the cost of logistics for operators of online stores. The North East The study indicated that logistics costs there is a relationship with the cost reduction approach to logistics. The difference to the level of opinion on the economic value added in the beverage business derived from the transportation process.

The employees have the opinion that. Perspective on the learning and growth of the organization. The economic value added in the beverage industry is derived from the process used to transport bottles back and forth. Financial perspective and customer perspective the results show that, transportation is a logistics activity. One that can create economic value. Transportation is the main goal to reduce costs. To improve performance to maximize customer satisfaction. This is consistent with the concept of Preecharat Warachai (2012: 9). An effective logistics system is the creation of value-added. This will benefit the consumers, who will benefit from cheaper products and services and give them the right time to meet their needs. The main purpose of the logistics system is to distribute the goods and services to the customers in the least time with the lowest cost. It also adds to the profits for the company. In the supply chain, we collaborate to manage the activities of each company to maximize efficiency. Therefore, logistics is not just an activity that happens in the logistics process. It is also the highest value activity. It may be higher than 40% of all logistics activities. If a good and efficient transportation system is managed, it can greatly reduce transportation costs. The results of this study are consistent with Ubonrat Changcharoen's (2011) study on the success factors of the logistics process that affect the economic value added in the electronics business. The study indicated that economic value added as measured by organizational performance measurement, by evaluating the performance of a balanced organization. It was found that the overall level was very high. The highest average is the

aspect of learning and growth of the organization. Second is the customer perspective. Financial perspective and the internal aspect view.

The staff of the beverage business has commented that the process of transporting bottles back is used. As a result, economic value added in business. By what the employees will see clearly, it is the closest thing to the staff, ie the rate of entry and exit of employees. The Balanced Scorecard (BSC) measures four perspectives: internal processes, business, customer finance, and corporate learning and growth. On the issue of enterprise learning and growth, it will measure whether a business can maintain a competitive advantage in order to accomplish its mission and survive in the long run. If any enterprise is committed to innovation and learning for the organization. The organization will thrive. The main foundation is to focus on innovation. The cornerstone of this view is the right technology and information systems. Competent staff the atmosphere in the workplace is good. (Supanan Saritvanich, 2010: 299). From the findings, it can be confirmed that Thai Beverage Recycling Co., Ltd. has improved the skills of employees. Throughout the seminar. Training both inside and outside the organization. Promote education in the field that corresponds to the workload. Including a fair return system.

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