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International Academic Multidisciplinary Research

Conference 2018

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อาจารย์อัญชลี หิรัญแพทย์

วิทยาลัยโลจิสติกส์และซัพพลายเชน

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**INTERNATIONAL BUSINESS ECONOMIC TOURISM SCIENCES TECHNOLOGY
HUMANITIES SOCIAL SCIENCES AND EDUCATION RESEARCH CONFERENCE**

*London, United Kingdom
7-8 February, 2018*

THE 2018 ICBTS



**Edited by Kai Heuer, Wismar University, Germany
Chayanan Kerdpitak, IBEST Conference & Publication, USA
Ebrahim Soltani, Hamdanbin Smart University, UAE
Gilbert Nartea, Lincoln University, New Zealand
Vipin Nadda, University of Sunderland, United Kingdom**

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Conference Three Themes

The International Business Tourism and Applied Sciences Research Conference

The International Education Social Sciences and Humanities Research Conference

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INTRODUCTION

We would like to welcome our colleagues to the International Business Education Social Sciences Humanities Tourism Transport Technology Research Conference. It is the nine series in 2017 of Conference on Business Tourism and Apply Sciences was held in Paris. As always many members of the ICBTS 2017 community look forward to meeting, sharing and exchanging their research ideas and results in both a formal and informal setting which the conference provides. Likewise, the concept of alternating the international conference every one month on April to October between Europe and the rest of the world is now well established. This year's event in Madrid (Spain) London (UK) Las Vegas (USA) Munich (Germany) Amsterdam (Netherlands) Zurich (Switzerland) London (United Kingdom) Berlin (Germany) Paris (France) and another continues with the cultural following the very successful and productive event held in London in February 2018 in the field of various types for international academic research conference on Business Education Social Sciences Humanities and Technology. As usual The ICBTS 2018 brings together leading academics, researchers and practitioners to exchange ideas, views and the latest research in the field of Business Tourism and Apply Sciences.

The theme of this event The 2017 ICBTS International Business Tourism Social Sciences Humanities and Education Research Conference is "Opportunities and Development of Global Business Economics Social Sciences Humanities and Education" It is also represents an emerging and highly challenging area of research and practice for both academics and practitioners a like, The current industrial context is characterized by increasing global competition, decreasing product life cycles, Global Business, Tourism Development, Social Sciences Humanities Education Apply Sciences and Technology collaborative networked organizations, higher levels of uncertainties and, above all, and customers. In our view holding this event in Paris represents a timely opportunity for academics and researchers to explore pertinent issues surrounding Business Economics Tourism Social Sciences Humanities Education Sciences and Technology.

Potential authors were invited to submit an abstract to the International Conference Session Chairs. All abstracts were reviewed by two experts from the International review committee and final papers were further reviewed by this volume with 30 contributing authors coming from 18 countries. This book of proceedings has been organized according to following categories:

- Business
- Management
- Marketing
- Accounting
- Financial
- Banking
- Economic
- Education
- Marketing
- Logistics Management
- Social Sciences
- Supply Chain management
- Industrial Management
- Information Technology
- Sciences Technology
- Transport and Traffic
- Tourism Strategic
- Tourism Management
- Tourism Marketing
- Tourism Development Policy and Planning
- Technology Application
- Communication and Sciences
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- Health care Management
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phone.: +49 (3841) 753 - 7578

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ICBTS Conference & Publication
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SPEAKER BACKGROUND



Professor Dr. Ebrahim Soltani

Prof. Dr. Ebrahim Soltani is a Professor of Business School at University of Kent Canterbury in England and he is Department Chair - Quality & Operations Management at Hamdan Bin Mohammed Smart University Dubai of United Arab Emirate. He was appointed associate professor in business management, total quality management, and operation management in 1989 at the University of Kent, he continued his research in the field of operation management, business management. He has published over 50 papers and reports in such journals as International Journal of Technology and Production Research. He supervised a considerable number of PhD theses and is a consultant on industrial and production industry in England and United Arab Emirate.

SPEAKER BACKGROUND



Professor Dr. Kai Heuer

Prof. Dr. Kai Heuer is full professor for business administration at the Business Faculty of Wismar University in Germany. Before, he served as a full professor at the Environmental Campus of Trier University of Applied Sciences. He studied business administration in Germany and the U.S.A. and holds an MBA and a doctoral degree. He has management experience from leading positions in different companies and as business consultant. His research areas are management accounting, organizational development, and international management where he has published numerous papers, reports and textbooks. He is the head of Master Program in Business at Wismar University and a member of the Schmalenbach-Society for Business Economics, Cologne; managing director of the Institute of Health-, Senior- and Social Management; and a former member of the board of the Centre for Aviation Law and Management.

SPEAKER BACKGROUND



Dr. Tariq Khan

Dr Tariq Khan is a Lecturer and Director of Postgraduate Programmes of Business School in Brunel University, Uxbridge, London, United Kingdom. He received his BEng in Aerospace Engineering from Kingston University, his MSc in Manufacturing Technology from University of Warwick, and his PhD in Intelligent Education Systems from University of Salford. He subsequently worked as a research associate in Heriot-Watt University Edinburgh and as a senior lecturer at London Metropolitan University. He has specialist teaching in Business Process Modelling, Web Programming, Software Engineering, Classical Logic, Human Computer Studies. He has Book and published over 20 papers and reports in such journals as Information Systems Evaluation and Integration (ISEing). He supervised a considerable number of PhD theses and is a consultant on business and supply chain and engineering industry in England and United Kingdom.

2018 ICBTS CONFERENCE LONDON PROGRAM

| The 2018 ICBTS International Multidiscipline Research Conference | |
|---|--|
| 7 February 18 8.30 – 09.20 (W) | REGISTRATION & WELCOME Welcome meeting at The Imperial London Hotel Russell Square |
| | SESSION CHAIR <i>Professor Dr. Kai Heuer, Germany</i> <i>Associate Professor Dr. Subadar Agathe Ushad, Mauritius</i> <i>Assistant Professor Dr. Hakam Salem Shatnawi, Jordan</i> |
| | SESSION A |
| 7 February 18 09.30 – 10.45 | <p>Session A1</p> <p>Paper 1 (38) Macroeconomic conditions and banking sector stability: evidence from EU countries Roman Angela and Bilan Irina, Romania</p> <p>Paper 2 (56) Factors influencing in Smart farm behavior's perception the case study of the Ban pong agricultural group in Rajchaburi Province Sirion Son-Ong, Thailand</p> <p>Paper 3 (43) System Agility: Evidence from Airlines Edward Ku and Alyssia Yeh, Taiwan</p> <p>Paper 4 (53) The supply chain management of the cultivated banana In Budhamonthon district, NakhonPathom province. ANCHALEE HIRANPHAET, Thailand</p> <p>Paper 5 (34) Behavioural Factors Influencing Individual Investors' Decision-Making: Evidence from Mauritius Subadar Agathe Ushad and Mootooganagen Ramen, Mauritius</p> |
| 10.46 – 11.00 | Morning Break |
| 11.01 – 12.15 | <p>Session A 2</p> <p>Paper 1 (6) Analysis and Forecasting of US N-Gas Industrial price series using Singular Spectrum Analysis Hardi Nabe Omer, Iraq</p> <p>Paper 2 (55) Causal Factors Development of Raw Material Suppliers That Influence Supply Chain and Affect the Performance of the Raw Material Suppliers. Textile and Garment Industry in Thailand. PONGTEP PHUDETCHEE, Thailand</p> <p>Paper 3 (44) Fake News: An Emerging Cause of Concern Sanlap Acharya and Shubhamoy Dey, India</p> <p>Paper 4 (52) The Logistics Cost Management of Okra Case Study: Lamukbua Dontum District Nakhon Pathom Province VARAPORN SANINMOOL, Thailand</p> <p>Paper 5 (30) Job burnout for Employees in Jordanian Hotels Dr. Hakam Salem Shatnawi, Jordan</p> |
| 12.16-13.15 | Lunch Break |
| 13.16-15.00 | Session A 3 |

| | |
|---------------|---|
| | <p>Paper 1 (54) Factors affecting to Logistics System of Second hand: Case study in Community Dump Phutthamonthon 3 Road Bangkok Dr. TOMMANEE SOOKSAI, Thailand</p> <p>Paper 2 (26) International cruise fleet reallocation during off-season period in the Northern Hemisphere: the attractiveness of southern destinations Mayara Thays Muller and Ana Luiza Beck Santos and Fernando Seabra, Brazil</p> <p>Paper 3 (62) Performance of Inventory Management Policies under Random Supply Disruptions Assistant Professor Soonhui Lee, Republic of Korea</p> <p>Paper 4 (50) Role of Implicit Social Exclusion in Influencing Employee Voice Behavior Qura-tul-aain Khair, Pakistan</p> <p>Paper 5 (46) Does online reviews posted on social networking sites affect consumer attitude towards a Brand? Abul Khair Jyote and Imtiaz Ali Prodhan, Bangladesh</p> <p>Paper 6 (28) Identification of Solutions Determining the Effectiveness of Instruments Used by the Labor Market Institutions for Activation of Need Persons Tomasz Kopyściński and Krzysztof Natalli, Poland</p> <p>Paper 7 (18) Home Based Enterprises in Housing Corridor of Developing Countries, The Case of Lagos Metropolis, Nigeria Dr. FARINMADE ADEMOLA, Nigeria</p> |
| 15.01- 15.15 | Afternoon Break |
| 15.16-16.00 | <p>Session A 4</p> <p>Paper 1 (27) Bangkok Queer Theatre Festival a Case Study of Sun Dance Theatre SUN TAWALWONGSRI, Thailand</p> <p>Paper 2 (22) Farewell to the Theory of Realistic Artistic Authenticity in Contemporary Chinese Literature Yuxin Zou, China</p> <p>Paper 3 (57) The Significance of White and Black Color between Fine Art and Music Nahla Mohamed Elgeneady and Walaa Atef Abd el Hameed, Egypt</p> |
| 16.15 - 17.30 | <p>Session A 5</p> <p>Paper 1 (12) Challenges in the use of Learning Management Systems in Saudi Arabian Universities Omran Alharbi and Professor Vic Lally, United Kingdom</p> <p>Paper 2 (13) Unbalanced acquisition of negation: Evidence from Cantonese-English children Robin Ruowei YANG, Hong Kong</p> <p>Paper 3 (41) Assessing the Attitudes and Perceptions of University Staff and Students on Blended Learning at The Maldives National University Niuma Mohamed, Republic of Maldives</p> <p>Paper 4 (33) A Practical Guide to Collaborative Writing Assignments as a Pedagogical Technique in Higher Education Implemented in an Economics Course Bahia Braktia and Belkacem Braktia, United State of America</p> <p>Paper 5 (42) English Collocations versus Arabic Collocations: A Contrastive View Rafe Zaabalawi, Kuwait</p> |
| | SESSION B |

| | |
|---|--|
| <p>7 February 18 13.16 – 15.00</p> | <p>Session B 1 Paper 1 (2) Criteria for Measuring Resilience of Youth-owned Small Retail Businesses in Selected Rural Areas of Vhembe District, South Africa Simbarashe Kativhu, South Africa Paper 2 (4) The role of Sustainable Urban Development in the construction of future cities Using the techniques of geographic models for some cities of Iraq Dr. Ahmed Mohamed Jihad al-kubaisi, Iraq Paper 3 (5) Towards Community Based Tourism (CBT) at Aida Refugee Camp Adel Adem, Palestine Paper 4 (9) Chilean uneven spaces: The extraction in the countryside and the accumulation in the metropolis Francisco Vergara-Perucich, Chile Paper 5 (10) The Influence of SMS Marketing on Consumers' Purchase Intention through Consumer Attitude Umer Ramzan, Pakistan Paper 6 (11) THE INFLUENCE OF SOCIAL MEDIA ON THE DEVELOPMENT OF THE CITIES Assistant Professor Dr. OSIAC DANIELA, Romania Paper 7 Sustainable Tourism and the Behavior of the Algerian Tourist: By using a Model of Discriminants Functions Benbouziane Mohammed, Algeria</p> |
| <p>15.01-15.15</p> | <p style="text-align: center;">Afternoon Break</p> |
| <p>15.16-17.00</p> | <p>Session B 2 Paper 1 (20) CRITICISM TOWARDS SURVEILLANCE SOCIETY AND POWER IN TURGAY NAR'S THEATRE PLAYS Assoc. Prof. Dr. Nurullah ULUTAŞ, Turkey Paper 2 (23) The impact of meanders on the river bottom topography and the formation of reverse slope and islands nuclei Asst. Prof. Dr. Osama Khazaal Al-Sherifi, Iraq Paper 3 (24) Modeling Digital Geographic Map for the border oil fields shared between Iraq and neighboring countries using GIS Prof. Makki Ghazi Abdullatif Al-Mohammadi, Iraq Paper 4 (25) THE ANTAGONISTIC NATURE OF THE UNITED STATES-IRAN RELATIONS: A CONSTRUCTIVIST PERSPECTIVE Melly Masni, Australia Paper 5 (31) TERRESTRIAL (3D) LASER SCANNING FOR PIPELINE MODELING APPLICATIONS Mohammed Al-Tawary, Kuwait Paper 6 (32) Impact of Human Resources Management Practices on Lecturers' Job Performance in Nigerian Universities Yusuf Alhaji Hashim, Nigeria Paper 7 (35) Intellectual Exile in Edward Said's Perspective Ahmed Saeed Otaiwi Joudarm, Hungary</p> |
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| <p>8 February 18 09.31 – 10.45</p> | <p>Session C 1 Paper 1 (37) Obioma's The Fishermen and the Redefinition of African Postcolonial Narrative Tragedy Ezechi Onyerionwu, Nigeria Paper 2 (40) Understanding Airport Helpers Behavior: How Perceived Organizational Support Affects</p> |

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| | <p>Anisa Istiqomah, Indonesia Paper 3 (45) Engagement in Generation: Seeing Millennials through Reward Preferences Tiara Disya Zulaikha, Indonesia Paper 4 (47) Speed of internationalization and SMEs survival Jihye Choi and Jangwoo Lee, Korea Paper 5 (51) TOWARDS AN EMPOWERING PLANNING PROCESS IN THE AGE OF MEDIATISATION Mennatullah Hendawy, Germany</p> |
| 10.45 - 11.00 | Morning Break |
| 11.01 - 12.00 | <p>Session C 2 Paper 1 (58) Classroom Management Problems in basic government schools in Irbid Governorate Prof. Adnan badri Rezeq Al Ibrahim, Jordan Paper 2 (48) How does internationalization strategy influence the survival of SMEs? Byunghoon LEE and Jangwoo Lee, Korea Paper 3 (59) LCC and Millage Marketing AKIRA IDE, Japan Paper 4 (60) Israeli Hebrew Speaker Students' Grapples on Environmental Education with Arabic Speaker Pupils' Hen Firman and Yafa Sitbon and Ifaa Banner and Yulia Einav, Israel</p> |
| SESSION D | |
| <p>8 February 18 09.31 - 10.45</p> | <p>Session D 1 Paper 1 (1) The Tradition of Protest Poetry in Northern Nigeria: A Comparative Study of the Poetry of Sa'adu Zungur and Idris Amali Dikko Muhammad, Nigeria Paper 2 (7) Niger-delta crisis: its causes and effects on the socio-economic life of the people of Ogoni, rivers state, Nigeria. Ibrahim Ghide Adamu, Nigeria Paper 3 (14) The study of optimizing facility development scale of a recreational area project Hsin-Yun Lee, Taiwan Paper 4 (29) The Polemic of Online Transportations Existence that Challenge the Motorbike Pedicab 'Betor' as Tourism Icon of Medan In Search of Better Policy for the Government of Medan, Indonesia Syaravina Lubis, SH and Puput Astria, SH and Juli Sartika, Amd, United Kingdom Paper 5 (39) War Destroys Business: A Reality Check Imran Naseem and Saeed Akbar, Pakistan</p> |
| 10.45 - 11.00 | Morning Break |
| 11.01 - 12.00 | <p>Session D 2 Paper 1 (61) Designing a Robust Non-Linear Automatic Controller for Very Large Crude Carriers in Harbor Maneuvers by applying Modified Decoupling Control Methodology Nguyen Thanh Hoa and Tran Van Hiep and Le Minh Duc and Luong Thi Hong, Vietnam Paper 2 (63) THE IMPACT OF INTERNAL AUDITING AS A VERITABLE TOOL TOWARDS ORGANIZATIONAL GROWTH. Eneh Uchenna B., Nigeria Paper 3 (64) DESIGNING A NEW AND EFFECTIVE SPEED SENSORLESSS CONTROLLER FOR 3-PHASE INDUCTION MOTORS BY APPLYING DE-COUPPLING METHODOLOGY</p> |

| | |
|---------------------|---|
| | Luong Thi Hon and Le Minh Duc, Vietnam |
| | Session E |
| 7-8 Feb 2018 | <p style="text-align: center;">Participation and Discussion</p> <ol style="list-style-type: none"> 1. Mohsen Mohammed M Alshaibani, United Kingdom 2. Abdulrahman Khalid Bin Salman, United Kingdom 3. Tareq Ahmed O Alothaim, United Kingdom 4. Sameer ALjohani, United Kingdom 5. Aishath Naziya Niyaz, Maldives 6. Tomasz Kopyściański, Poland 7. Duke-Henshaw, Nigeria 8. Bilan Irina, Romania |
| | Conference Close |

THE SUPPLY CHAIN MANAGEMENT OF THE CULTIVATED BANANA IN BUDHAMONTHON DISTRICT, NAKHONPATHOM PROVINCE

Anchalee Hiranphaet

*College of Logistics and Supply Chain, Suan Sunandha Rajabhat University, Bangkok, Thailand,
E-Mail: anchalee.hi@ssru.ac.th*

ABSTRACT

The problem demand for the cultivated bananas in the market increased but, the number of the cultivated banana growers decreased. Due to farmers still have problems with supply chain management systematically. The researcher is interested to study the supply chain management of the cultivated banana plants from upstream to downstream. As well as information perception. To find good management practices, increase productivity and profit for farmers. Encourage farmers to develop standards. This research aims to: 1.) Find the supply chain management features of the cultivated banana. 2.) to study the problems and obstacles in the supply chain of the cultivated banana and 3.) To provide a good supply chain management system to farmers and the peoples interested. Researchers use quantitative and qualitative research methods by collecting data from questionnaires. Close observation and depth interviews.

The research found that: Most farmers are male aged 41-50 years. Experienced in growing the cultivated bananas. The successor of the ancestors. And plant are secondary plant. Average income per year is over 15,000.00 Baht. In the study, find the supply chain management features of the cultivated banana in Budhamonthon district. Nakhon Pathom. It was found that most of the cultivated banana is a native. Planting characteristics. It is planted on a farm or planted in the orchard or rice field reproducing from sprouting. Use water from natural sources. Planting period. To arrive harvest time is about 1 year. The yield is about 12 combs per, the cultivated banana bunch. Distribution channels. Available in local markets. Have a middleman cut from the garden and sent to the factory. Price depends on the size and number of the cultivated bananas per comb. The remaining fruit from the sale will be processed into baked the cultivated banana.

The results of the research were found. Was found that the supply chain management model of the cultivated banana there is no proper planning, use a convenient form of cultivation, let's grow naturally, no product development to add value from promoting creation of supply chain management model for the cultivated banana by brainstorming from community, to solve problems and obstacles. Can make the supply chain management model of good the cultivated banana, is the selection of the appropriate species breed. The cultivation method have take care of treat put organic fertilizer can do increased productivity, join grouping the villagers. To gather product bring, innovation make to increase the value of the product and extend the life of the product, build trade mark, and bring in information technology to increase sales channels. Set as a learning center for sustainable development.

Keywords: supply chain management, cultivated the cultivated banana

INTRODUCTION

The cultivated banana crops as farmers in Thailand are well known. Can grow easily and produce throughout the year. Has a high nutritional value, There are many benefits of the cultivated bananas, either Usable trunk can. The cultivated bananas are also economically important fruit species in Thailand, and the cultivated banana also exists in the Strategy development research the cultivated bananas year 2559-2563. (Department of Agricultural Extension, Ministry of Agriculture and Cooperatives, 2016). [1] The cultivated banana is a plant that Thai farmers know very well. In addition, the cultivated banana fruit is eaten from cooked fruit. The result is a variety of other products in addition to the cultivated banana effect is consumed. The

cultivated bananas are useful to use as many the cultivated bananas, the cultivated banana leaves. The cultivated bananas can be said that. "The cultivated banana" benefit can be easily planted and yield throughout the year. Highly nutritious, the benefits of the cultivated bananas are abundant. Currently, the cultivated bananas grown in Thailand are the much bananas. The much banana are popular for export. Presently farmers grow less the cultivated banana. The cultivated bananas are in short supply in some stages. Although the cultivated bananas are grown throughout the country, there is no systematic study of supply chain management.

For that reason. Researchers are interested to study supply chain management. In order to increase the efficiency of production to get quality output. Since the development of the cultivated banana varieties. Development of cultivation methods Cost management Find the channel. The development of the value of the cultivated bananas. If farmers can integrate supply chain management of the cultivated banana from the upstream to downstream as well as development of innovative processing. And technology to help increase distribution channels. Farmers have good income. Wealthy Stability and economic sustainability.

Purposes of the Study

1. Find the supply chain management features of the cultivated banana.
2. To study the problems and obstacles in the supply chain of the cultivated banana and
3. To supply the supply chain management of good the cultivated banana.

Scope of the Study

Research on Supply Chain Management in the cultivated the cultivated banana, study of agro-marketers in Ban Nam Sua area. 50 houses in Bhutthamonthon, Nakhon Pathom

Review of Related Literature

The study was conducted. Research on the theory and related research papers to create a framework for research ideas as follows.

Supply Chain Management

Tanit Sorat (2009) has collected definitions and meanings related to "Supply Chain Management" is as follows. Strategic Management Taking into account the relevance. Or integrated relationship. The department or department in the organization, and related partners whether it is a customer or a supplier in the supply chain, the purpose is to deliver goods. Or services as per the needs of the consumer. Whether it is about time, price or quality, it effectively manages information related to the operations of organizations and partners, and effectiveness eliminate delays in transactions. It also eliminates the problem of sending or receiving goods, and services that result from inefficient financial management systems. [2].

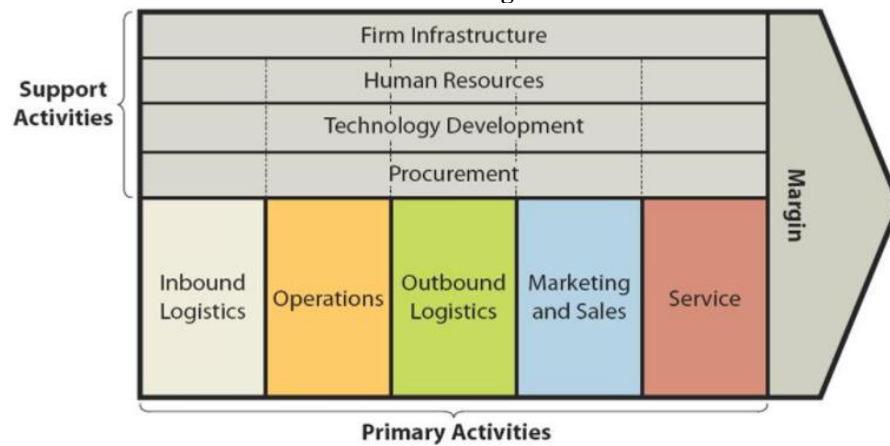
CSCMP's Definition of Supply Chain Management

Council of Supply Chain Management Professionals (2018), CSCMP Supply Chain Management Definitions and Glossary Supply chain management encompasses the planning and management of all activities involved in sourcing and procurement, conversion, and all logistics management activities. Importantly, it also includes coordination and collaboration with channel partners, which can be suppliers, intermediaries, third party service providers, and customers. In essence, supply chain management integrates supply and demand management within and across companies. [3]

Value Chain Management

Akamol Aramsri (2012), VCA Talked about. Value chain is a strategic tool used to analyze activities within a company, with clear goals for value development. And maximize performance. Michael Porter presented the concept of "how to make a profit". Value chain model "in 1985. Value chain system is a management style in all activities within the company. The Value Chain products and services are based on core activities that add value to the final product. With the support of Support Activities This adds value indirectly to the Value Chain Model example below, [4] Figure 1

Figure 1
Value Chain Management



Supply Chain Agriculture

Supply Chain Management Focus on the flow of goods. The flow of information and capital to risk. The flow of goods is based on the marketing structure, competition, distribution channels. Manufacturing Processes Product characteristics, this is called logistics. The flow of information includes processes and technology. And the flow of capital will include risk management and risk-sharing. (Thailand Research Institute, 2010), [5]

The supply chains of different agricultural commodities in India, however, are fraught

With challenges stemming from the inherent problems of the agriculture sector. The agrisupply chain system of the country is determined by different sartorial issues like dominance of small/ marginal farmers, fragmented supply chains, absence of scale economies, low level of processing/value addition, inadequacy of marketing infrastructure etc. (National institute of agricultural extension management and organization of Ministry of Agriculture, Government of India), [6]

Sudarat Pimonranakan. (2017, 1595-1610), take about, the community operators exporting Orchid supply chain management issues as agricultural orchids. It found that the pattern of supply chain management of agricultural products, orchids, as appropriate, of the size of the farmers, which is promoting a pattern of supply chain management agricultural orchids. By participation of the community in which it contributes to join think. To solve the problem and to mobilize the resources, which are an important way in the business community, success can be self-reliant in a sustainable manner. It also is a way to improve the situation of the external environment of business competition. By the pattern of supply chain management of agricultural products that have used information technology to the process which results in the development of supply chain management agricultural orchids [7].

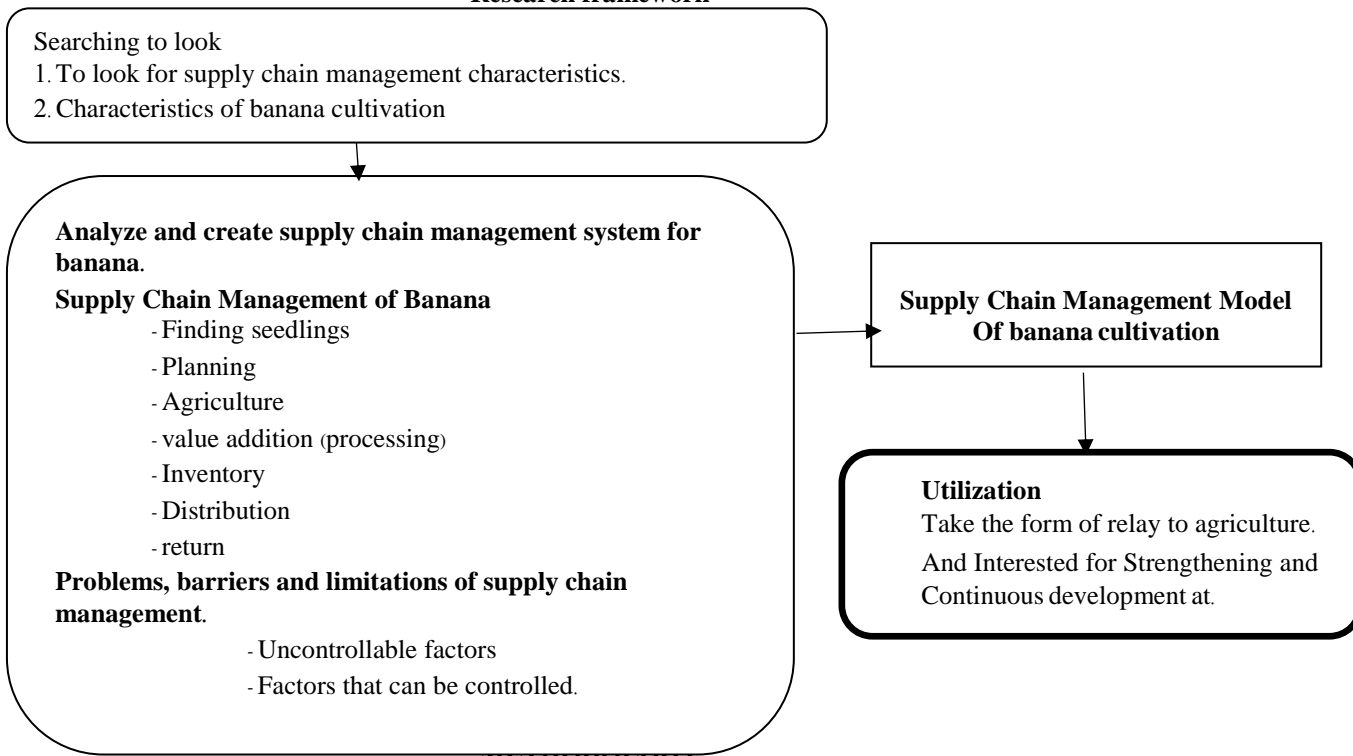
The benefits of the cultivated banana.

Juthamat Prerapatchara (October 2016), [4]. The Institute of Research and Development, Rajamangala University of Technology Phra Nakhon has written an article published on the full the cultivated banana, which is the research results for the Royal Initiative Plant Genetics. Rajamangala University of Technology Phranakhon (KMUTT) under the conservation and utilization of plant genetics. This shows that the cultivated banana is useful and can be processed to add more value, which is shown in the project kit, as well as works that integrate the cooperation between the university with the local government and the community as a user. The research framework is based on the use of the cultivated bananas in the form of the cultivated banana and the cultivated banana trees. Separation of food into research, and not food up to 8 research papers. [8].

Conceptual Framework of the Study

Based on the literature review, the researcher can create a conceptual framework for supply chain management. Figure 2

Figure 2
Research framework



The supply chain management of the cultivated the cultivated banana In Budhamonthon district, NakhonPathom province, the research methodology is as follows.

Population and sample

Research on Supply Chain Management in the cultivated banana cultivation to study the data from the cultivated banana growers in the area Phutthamonthon District, Nakhon Pathom Province. In this study, the size of the sample 50 people by setting the sample size for this research, use the table of Krejcie & Morgan (Robert V. Krejcie and Earyle W. Morgan. Educational and Psychological Measurement, 1970: 608-609. Referenced in the sample for research, 2559: online system) the researcher selected the sample Purposive Sampling.

Tools used to gather information.

The researcher studied the research data from the literature. And research related to supply chain management. For information. Used to create research tools. And develop to discuss the results. In this research, the questionnaire was used. Questionnaires are a tool for collecting data. The characteristics of the questionnaire are divided into 4 parts. Part 1 Query about general information of respondents. Part 2: Query about supply chain management. Part 3: The questionnaire on the analysis of supply chain management model, and Part 4 Questionnaire on open-ended questions, the questionnaire Likert (Rating Scale), each section is divided into 5 levels is very high , high, moderate, little and least.

Research Instrument Testing

1. Content validity by bringing the questionnaire to the experts. Consider Consistency Coverage of questionnaire with objectives of research, terminology and language suitability of the questionnaire. By definition, the Index of Item-Objective Congruence (IOC) is 0.50. (Prasopchai Pandan, 2012:224) Then, consider the question of the question of the individual, qualification of develop a model of tools to suit the next use. From the test, the IOC value is 0.85 or higher.

2. Analyze the reliability of the tool. (Reliability) by taking the questionnaire before the test. Data were collected from 5 samples and data were tested by Cronbach's alpha coefficient (Cronbach's alpha). The results showed that the reliability coefficient alpha, the value of the questionnaire was 0.85. If the test is more than

0.7, the test population is given a consistent score with a value close to 1 indicating that the test is highly reliable.

3. Data Analysis Data analysis in this research. Descriptive statistics consisted of frequency, percentage, mean, standard deviation (SD). The score was 4.21-5.00. Score of 3.41-4.20 indicates that the score is very high, score of 2.61-3.40 indicates moderate level, score of 1.81-2.60 indicates low level and score of 1.00-1.80 is the lowest level.

Data Collection

This research is a qualitative research by phenomenology. The Phenomenology Study is a study of phenomena and human experiences. The need to study the supply chain management of agricultural the cultivated banana in Bhutthamonthon. Nakhon Pathom The study was conducted by the main informants namely 50 specific the cultivated banana growers

The instrument used to collect this data was the interview form. The researcher chose the most important tools. To help keep the information fully meet objectives. It consists of questions, interviews, notebooks, cell phone pens. Researchers and interviewees Data collection Learn from articles, papers, and research. Related to using the concept of supply chain management. To understand the meaning and principles of this concept. In-depth interview. The interviewer interviewed the key informants with the question of supply chain management. The researcher has prepared a questionnaire for interviews with key informants to provide an opportunity for key informants to share their experiences and work independently. The researcher can add to the need to expand or verify the confidence. Data is collected by other means, such as non-participant observation. And taking notes and the reflection reflects the idea.

Verification of data reliability

To verify the reliability of the data. Researchers use data triangulation to prevent lack of credibility. And if the information is not enough. Researchers can collect additional information. By checking the data and time difference. Different locations, and different people. Each person will provide the same information or not, if they do not match. Researchers should interview at different times and places. To confirm and find information for clarity.

Data Analysis

Data analysis, the researcher uses data analysis to generate conclusions based on interview data. Then construct the concept using theoretical principles. Comparison with supply chain management theory. If so, then analyze. Synthesize the data to find the next step.

RESULTS

The study of supply chain management of the cultivated banana. In Bhutthamonthon District Nakhon Pathom Quantitative research was conducted by conducting a survey of the sample. The researcher can summarize the results as follows.

1. The samples were farmers. The male is 41-50 years old, has experience in growing the cultivated bananas since the generation of parents. The planting of the cultivated banana is a secondary plant. For example, planted by the ranch, or planted to wait for the main crops to yield. The average income per year is about 15,000 baht / family.

2. Study on the supply chain management of the cultivated banana in Bhutthamonthon District, Nakhon Pathom Province, it was found that the field of cultivation. The cultivated banana varieties are the most popular varieties, 70.00 percent because of easy cultivation. Do not care Diseases and insects do not interfere. Propagation method using splitting method. Most of the agricultural crops are 80.00%, followed by the growing of the main crops, the yield, the planting time, the harvesting time, the yield is 1 year, from planting to tangling, the length is 250-260 days. The harvesting period is 110-120 days, using water from natural sources. It will produce 10 to 15 combs per bunch. On average, it is 12 combs per bunch, most of which is 70.00 percent. To see the softness of the cultivated bananas. It may look like the cultivated banana. The cultivated bananas or use the age-old method of stabbing. Or cut May cut the cultivated banana when about 80% (the cultivated banana fruit smooth round effect), the cutting time must be long enough. Postharvest practices, take a bunch of the

cultivated bananas hung on the rail. Allow the rubber to flow. Clean the ball. Or the end of the petals are dry out. The cultivated banana bunch is a comb. Carefully, do not make cuts. Packaged / packed with the cultivated banana leaf or paper to protect. Distribution channels and transportation Available in the community market. 80% or may be purchased from the garden for sale to the sales of comb is 75%, or to be processed into the cultivated banana, the cultivated banana, the cultivated banana, the cultivated banana etc. Price depends on the size of the fruit. The cultivated bananas and the number of the cultivated bananas per comb, if it is processed, the price will be higher. And can extend the life of the cultivated banana.

3. Creating a Supply Chain Management Model for The cultivated banana in Bhutthamonthon District It was found that the opinions of the farmers were divided into five aspects: Planning, cultivation, productivity, distribution and the value added (processing). From Table 1.

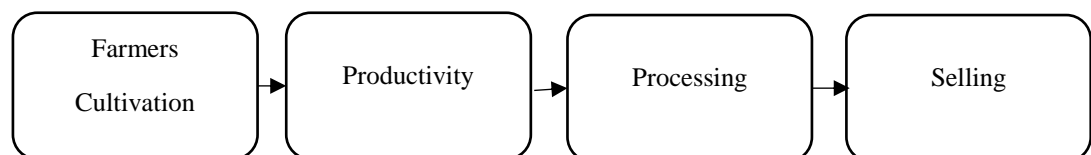
Table 1
The importance of creating a supply chain management model is 5 aspects.

| No. | Aspects of | Average |
|----------------|--------------------------|-------------|
| 1 | Planning | 3.98 |
| 2 | Cultivation | 3.86 |
| 3 | Productivity | 3.80 |
| 4 | Value added (processing) | 3.74 |
| 5 | Distribution | 3.72 |
| Average | | 3.82 |

In qualitative research, interviews with key informants, and from research, the findings are as follows.

1. Research and research. It was found that the supply chain management model of the cultivated banana. This is to promote the supply chain model of the cultivated banana. Participation of the community, which will contribute to the idea. Solve problems and mobilize resources. That is how important. To make farmers in Bhutthamonthon district. Sustainability can be self-reliant. Figure 3

Figure 3
Supply Chain Management of Farmers



2. The study of the context of growing the cultivated banana plants. The form of supply chain management of the cultivated banana is a system that will contribute to the sustainability of agriculture. Can be managed manually. Or combine groups of farmers. Divided into various areas, such as cultivation, production planning. Value Added Distribution In each of these areas, there is a systematic relationship based on the importance of each task. Once the supply chain model of the cultivated banana-based supply chain is developed, it can be developed in the context of the competitive environment. By introducing the management model of supply chain of the cultivated banana, use of information technology in the process. The theory is based on the development of the supply chain management model of the cultivated banana.

3. Research and research. The barriers to supply chain management of the cultivated banana

The study found that the cultivated banana growers. Do not pay attention to care. To grow naturally, the cultivated banana output is not up to standard. When the main crop yields, it will cut off, resulting in discontinuity.

4. Distribution of management model of supply chain management of the cultivated banana in Bhutthamonthon district. Nakhon Pathom To the farmers by the knowledge. This will allow the farmers to use

as a guideline for operations. Farmers are interested in changing their approach by introducing a supply chain management model that will allow farmers in Bhutthamonthon to be self-sustaining.

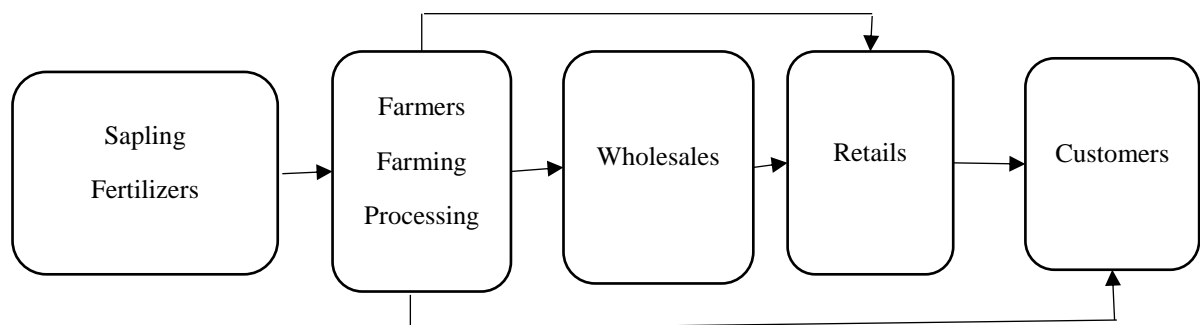
CONCLUSION AND FUTURE WORK

The results of research on supply chain management of the cultivated banana. In Bhutthamonthon District Nakhon Pathom Can discuss the results.

Study on supply chain management characteristics of the cultivated banana. Bhutthamonthon District Nakhon Pathom Characteristics of supply chain management. The results of the research found that the cultivation. Type of the cultivated banana planted in native species. The cultivation is planted on the ranch. Or planted to wait for the main crops to yield. Propagated by sprouting Water from natural water sources yields an average of 12 combs per distribution channel. Will be sold in the community market, or to be processed into the cultivated banana, the cultivated banana, the cultivated banana, dried the cultivated banana to extend the life and increase the value and parts of the cultivated banana is also available. The cost of growing the cultivated bananas is not high, because the cultivated bananas can grow naturally. No need to look and care for water sources, fertilizers used in nature. But it must be planned. To create products for distribution. This is consistent with the research. Sunchai Langthaekun, (2015) said, the research found that the supply chain consists of farmers, processing enterprises (mills), wholesalers, retailers and consumers. The supply chain management and logistics. The volume of goods at each level is not enough. Damaged during storage. And there are inferior products returned from customers. Suggestion is Farmers should be encouraged to develop good agricultural practices (GAP), increase productivity per rai, and mitigation techniques. The processing enterprise (mill) should be the main unit in the supply chain to jointly plan and forecast production volumes to meet the demand. Strict quality control should be maintained in the process of receiving raw materials, packing and storage [9]. And Thomas Blaha said, in the food market two types of segments exist: one with quality-oriented products - in the form of branded articles - and one with anonymously produced products. The majority of the farmers still produce an exchangeable product under the focus of quantity maximization and cost minimization. Caused by the predominantly horizontal organization of agriculture (cooperatives, producer alliance etc.) the vertical dialogue with the following production stages is predominantly limited to the delivery of the products to be processed. The ability to trace the food origin is generally not possible. [10]

Researchers have discovered the model of supply chain management services. In line with farmers' needs, farmers can be satisfied. As follows, Figure 4

Figure 4
Supply chain model of the cultivated banana



Suggestion

1. The farmers should be grouped together to form a community enterprise to enhance their competitiveness. It is a combination of capital, resources, productivity, knowledge, wisdom, cultural capital. Social capital to generate income for self-reliance of the family. The community and the community are sustainable.

2. Farmers should attend training courses or technical seminars for small and medium-sized enterprises in the field of management by applying information technology to their operations. In order to develop the knowledge to increase the value of products.

3. Farmers should seek technology support from government agencies for innovative products processing. To add value to the product to a higher price and longer storage.

Future Work

Development of community enterprise management model.

Research should be conducted to develop the model of community enterprise management. For sustainable growth this will help promote sales and competition with competitors in the future. It can increase the economic value of the community and local farmers.

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