Author Index

Abadi, Ahmad Jouzi Najaf 151
Abdullateef, Aliyu Olayemi 177
Ahmad, Aznan Che 411
Ahmad, Intan Shafinaz binti 177
Al-Mashhadany, Ahmed 211
Alshai, Ziad 83
Amiri, Seyed Mohammad 151
Aydogan, Bekir 315
Bayramoglu, Zeki 1
Bogdanova, Nelliya 415
Bozorgzad, Ahmad Ali 151
Çağlıyan, Vural 315
Canan, Fatih 51
Çetin, Bayram 101
Chaiwat, Papusson 267
Çini, Mehmet Akif 59
Das, Dillip Kumar 89
Demir, Mehmet Emin 59
Dilici, Tuncay 439
Dogru, Mustafa 375
Erbasi, Ali 433
Eren, M. Yusuf 45
Fasakhodi, Abbas Amini 33
Fayad, Fadye Saud F. AL 403
Firuzan, Ali Riza 123
Fouda, Eman Mostafa 351
Frassie, Cristina Otovescu 65
Gao, Yongqiang 403
Gerger, Atakan 123
Gerger, Güneş Çetin 107
Ghani, Mohd Zuri 411
Gökyer, Gökçen 131
Gül, Hüseyin 423
Gül, Songül Sallan 423
Gülsünkiler, Makbul Evrime 277
Hajjar, Said Taan EL 341
Hasan, Abdul Hameed Saeed 211
Hiranyakiti, Pimp 369
Hiranyakiti, Somchit 369
Indrikson, Alens 385
Kaeodumkoeng, Kwanmuang 395
Kalowski, Adam 327
Karakayaci, Zuhal 1
Kaya, H. Eylem 423
Kayani, Farrukh Nawaz 283
Khan, Majid 283
Koksal, Onur 439
Koruz, Mustafa 51
Koruz, S. Arman Güleç 51
Kukubajskaja, Marija Emilia 219
Luangpituksa, Chollada 243
Luangpituksa, Pairoj 243
Makmee, Pattrawadee 395
Mardanova, Zuleikha 205
Muktar, Sany Sanuri Mohd 177
Neagu, Olimpia 69
Nekrasenko, Larysa 303
Nogueira, Adriana Dantas 23
Nyamunda, Godfrey Charles 167
Okay, Ayla 185
Okumaoglu, Paul Oghenero 75
Omar, Salizawati 411
Örselli, Erhan 321
Ozel, Bilal 289
Pirasaksopon, Suthiwon 363
Prasertsin, Ujsaro 395
Qatawneh, Adel Mohammed 197
Saengnoree, Amnuay 251
Sayapunt, Udom 369
Sejdija, Riselda 259
Şener, Tuğba 315
Sharma, Atima 161
Silva, Eder Donizeti da 23
Sinjandowong, Sirinthorn 395
Sinsomboon, Busabara 115
Sipahi, Esra Banu 321
Solmaz, Başak 277
Sunbul, Ali Murat 439
Thanapatthienert, Rinnatha 267
Thummakul, Doungnetre 395
Ulu, Meltem 233

455
<table>
<thead>
<tr>
<th>Title</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Structural Features and Sustainability of Agricultural Holdings in Turkey</td>
<td>1-9</td>
</tr>
<tr>
<td>Zeki Bayramoğlu and Zuhal Karakayaci</td>
<td></td>
</tr>
<tr>
<td>An Empirical Study on Media Usage Habits of Voters</td>
<td>11-21</td>
</tr>
<tr>
<td>Kadir Canaz</td>
<td></td>
</tr>
<tr>
<td>Brazilian Urban Law and its Applicability at Historic Urban Centers Preservation</td>
<td>23-32</td>
</tr>
<tr>
<td>Eder Donizeti da Silva and Adriana Dantas Nogueira</td>
<td></td>
</tr>
<tr>
<td>Location Allocation for Rural Industrialization: A Fuzzy Evaluation</td>
<td>33-37</td>
</tr>
<tr>
<td>Siamak Zabihi and Abbas Amini Fasakhodi</td>
<td></td>
</tr>
<tr>
<td>Turkey Case in Automatisation of Increase of Taxes and Amounts Related to Taxation Against Inflation: Revaluation Rate</td>
<td>39-44</td>
</tr>
<tr>
<td>Ümit Süleyman Üstün</td>
<td></td>
</tr>
<tr>
<td>Mediation in International Law and Cyprus</td>
<td>45-49</td>
</tr>
<tr>
<td>M. Yusuf Eren</td>
<td></td>
</tr>
<tr>
<td>Authenticity Examination of Re-Used Traditional Houses in the City Center of Konya, Turkey</td>
<td>51-58</td>
</tr>
<tr>
<td>Mustafa Korumaz, S. Armağan Güleğ Korumaz and Fatih Canan</td>
<td></td>
</tr>
<tr>
<td>Relationship of Job Satisfaction with Organizational Commitment: Example Event Study In Konya Banking Sector</td>
<td>59-64</td>
</tr>
<tr>
<td>Mehmet Emin Demir and Mehmet Akif Çini</td>
<td></td>
</tr>
<tr>
<td>Violence in Schools</td>
<td>65-68</td>
</tr>
<tr>
<td>Cristina Otovescu Frasie</td>
<td></td>
</tr>
<tr>
<td>Human Capital and Human Capabilities: A Conceptual Overview</td>
<td>69-73</td>
</tr>
<tr>
<td>Olimpia Neagu</td>
<td></td>
</tr>
<tr>
<td>Widowhood Rites and the Rights of the African Woman: The Nigerian Experience</td>
<td>75-82</td>
</tr>
<tr>
<td>Paul Oghenera Okumagba</td>
<td></td>
</tr>
<tr>
<td>Various Facets of Human Resource Management</td>
<td>83-87</td>
</tr>
<tr>
<td>Ziad Alshaik</td>
<td></td>
</tr>
<tr>
<td>Economic and Socio-Cultural Impact of Tourism in Orissa: A Study on Puri, Konark and Bhubaneswar, India</td>
<td>89-99</td>
</tr>
<tr>
<td>Dillip Kumar Das</td>
<td></td>
</tr>
</tbody>
</table>
## Contents

<table>
<thead>
<tr>
<th>Title</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Development of the Concept of God in Children Between the Ages 9-11</td>
<td>101-106</td>
</tr>
<tr>
<td>Bayram Çetin</td>
<td></td>
</tr>
<tr>
<td>Tax Amnesties and Tax Compliance in Turkey</td>
<td>107-113</td>
</tr>
<tr>
<td>Güneş Çetin Gerger</td>
<td></td>
</tr>
<tr>
<td>The Thai Political Leader and the Crisis After the Coup From September 19, 2006 to December 1, 2008</td>
<td>115-121</td>
</tr>
<tr>
<td>Busabar Sinsomboon</td>
<td></td>
</tr>
<tr>
<td>Reasons of Failure in Lean Six Sigma Projects</td>
<td>123-130</td>
</tr>
<tr>
<td>Atakan Gerger and Ali Riza Firuzan</td>
<td></td>
</tr>
<tr>
<td>The Commercial Real Estate Production in Istanbul</td>
<td>131-150</td>
</tr>
<tr>
<td>Gökçe Gökşer</td>
<td></td>
</tr>
<tr>
<td>The Study of Social Capital and Its Effect in Relation to Human Resources Performance in Educational Organization</td>
<td>151-159</td>
</tr>
<tr>
<td>Seyed Mohammad Amiri, Ahmad Ali Bozorgzad and Ahmad Jouzi Najaf Abadi</td>
<td></td>
</tr>
<tr>
<td>Psychosocial Pressures on Women and the Ameliorating Impact: The Indian Context</td>
<td>161-165</td>
</tr>
<tr>
<td>Atima Sharma</td>
<td></td>
</tr>
<tr>
<td>An Empirical Study on the Long-Run Relationship Between Lower Exchange Rate and Foreign Direct Investments in Developing Economies: Evidence from Tanzania</td>
<td>167-176</td>
</tr>
<tr>
<td>Godfrey Charles Nyamunda</td>
<td></td>
</tr>
<tr>
<td>The Impact of CRM Implementation on Employee Job Satisfaction and Intention to Quit: Evidence from Malaysia Call Centers</td>
<td>177-183</td>
</tr>
<tr>
<td>Aliyu Olayemi Abdullateef, Sany Sanuri Mohd Muktar, Rushami Zien Yusoff and Intan Shafinaz Binti Ahmad</td>
<td></td>
</tr>
<tr>
<td>The Landscape of Public Relations Education in Turkey</td>
<td>185-196</td>
</tr>
<tr>
<td>Ayla Okay</td>
<td></td>
</tr>
<tr>
<td>The Impact of E-Commerce on the Accounting Information Systems of Jordanian Insurance Companies</td>
<td>197-203</td>
</tr>
<tr>
<td>Adel Mohammed Qatawneh</td>
<td></td>
</tr>
<tr>
<td>Migratory Risks of Kazakhstan: Modern Tendencies, National Safety and State Regulation Problems</td>
<td>205-210</td>
</tr>
<tr>
<td>Zuleikha Mardanova</td>
<td></td>
</tr>
<tr>
<td>Teachers' and Sport Supervisors' Perception of the Chairperson: Organizational Politics and the Relationship with Some Psychological Variations</td>
<td>211-218</td>
</tr>
<tr>
<td>Abdul Hameed Saeed Hassan and Ahmed Al-Mashhadany</td>
<td></td>
</tr>
<tr>
<td>The Relevance of Integration: Contemporary with Folk Fashion and Aesthetics with Ethics</td>
<td>219-232</td>
</tr>
<tr>
<td>Marija Emilija Kukubajska</td>
<td></td>
</tr>
<tr>
<td>Wedding and Family Photographs as the Carriers of Cultural Memory and Cultural Change in the Republican Era: Istanbul Case</td>
<td>233-241</td>
</tr>
<tr>
<td>Meltem Ulu</td>
<td></td>
</tr>
</tbody>
</table>
Can Thai Community Business Management Alleviate Poverty?
Chollada Luangpituksa and Pairoj Luangpituksa

Strategic Risk Management Capabilities of the Village and Urban Community Fund in Thailand
Arunvay Saraphinoree

Types of Modern Dance
Riselda Sejadi

A Study of a Relationship Between the Time Spent on Social Networking and the GPA of High School Students in Thailand
Rinnatha Thanapattinlert and Papussan Chaiwat

Place and Importance of Communication Skills in Personal Sale: Medical Representative
Makbule Evrim Gulsunler and Basak Solmalz

Whether China Can Outpace Korea and Japan?
Farrukh Nawaz Kayani, Majid Khan and Saquib Yusaf

Damages for Mental Anguish for Personality Rights
Süheyla Zorlu and Bilal Ozel

Adoption Process and Perceived Risks Toward Biodegradable Package of Food Retailers
Thirarat Worapiseth

Hidden Potential of Environmental Tax
Larysa Nebrasenko

Effect of Technology Usage Level on the Company Performance: An Empirical Evidence from the Suppliers of Automotive Sector
Vural Çağlayan, Tuğba Şener and Bekir Aydoğan

Web 2.0 as a Tool for E-Participation: A Case Study on the Websites of Turkish Metropolitan Municipalities
Erhan Örselli and Esra Banu Sipahi

Determinants of Strategy Effective Implementation in Polish Enterprises
Adam Kalowski

Low Income Class People in Social Realist Films of 19605 Turkish Cinema
Yıldırım Uysal

The Effect of Using Screencasting, Lab Instruction and Traditional Lecture on Student’s Academic Achievement in Statistics
Said Toan El Hajjar

Evaluating the Efficacy of Electronic Money on the Role of the Central Bank: Case Study Central Bank of Egypt
Eman Mostafa Fouad

Srinakharinwirot Scholastic Aptitude Tests Score: SWU–SAT54 of Undergraduate Students
Suthiwon Pirasaksapin
The Competitiveness of Small and Medium Enterprise in Bangkok Metropolitan and Greater
Bangkok
Pimpa Hirankitti, Samchoi Hirankitti and Udom Sayapunt 369–373

Science and Technology Teachers and Teacher Trainees' Views About Science
Mustafa Dogru and Sila Unlu 375–384

Specificity of Higher Education at State Boarder Guard College
Alens Indriksons 385–394

Development of Happy Workplace Index in Private Organization by Size of Organizations in
Context of Thailand
Pattrawadee Makmee, Kwanmuang Kaedumkoeng, Sirinthon Sinjindawong,
Doungnetre Thummakul and Ujsara Prasertsin 395–401

Differences in Financial Performance Between Outsourcing Firms and Non-Outsourcing Firms:
Intel and AMD
Yongqiang Gao and Fadye Saud F. Al Fayad 403–409

Understanding of Sign Language Among Deaf Students
Aznan Che Ahmad, Mohd Zuri Ghani and Salizawati Omar 411–414

Using of Metaphors and Idioms in Teaching/Learning of Software
Nelliya Bogdanova 415–421

Impact of Environmental Education on Elementary School Students in Turkey
H. Eylem Kaya, Hüseyin Göl and Sangül Sallan Gül 423–431

The Detection of Factors that Affect Business Administration Students' Success in Management
Lessons with Data Mining Techniques
Osman Unlu, Ali Erbasi and Yusuf Uzun 433–437

The Views of Primary School Teachers on the Practicibility of the 5. Grade Mathematics Class
Curriculum While Teaching Lessons
Onur Koksal, Ali Murat Sunbul and Tuncay Dilci 439–454

Author Index 455–456

International Journal of Multidisciplinary Thought is not responsible for the content of the individual manuscripts.

All correspondence should be mailed to The Editors, International Journal of Multidisciplinary Thought, 55 Farm Drive, Cumberland, RI 02864-3565, USA.

The manuscripts contained in this volume were double blind refereed.

© 2012 International Journal of Multidisciplinary Thought Vol. 02, 03.
THE COMPETITIVENESS OF SMALL AND MEDIUM ENTERPRISE IN BANGKOK METROPOLITAN AND GREATER BANGKOK

Pimpa Hirankitti, Somchai Hirankitti and Udom Sayapunt

Rajamangala University of Technology, Thanyaburi, Thailand

This research aims to study general information on Small and Medium Enterprises (SMEs), results of the operation, factors affecting on business operation, and business operation solutions in order to gain competitiveness. The sample used for this research was 400 SMEs in Bangkok and Greater Bangkok. Questionnaire was used as the tool for collecting data from SMEs. The research results found that most entrepreneurs were sole proprietorship in retail business, had been in business between 6 - 10 years with 50 employees or less. It is also found that the average return on investment (net profit rate) was approximately 15%. Enterprises attained strong impact from high labor cost, lower customer purchasing power, stringent government regulation and high loan interest rate. Additionally, it is found that the political conflict has quite high impact resulted to business income. Therefore, in order to gain more competitive advantages, they operated their businesses by increasing marketing costs to boost sales, reducing labor expenses, finding new market opportunity/new customer segments and cutting working hours.

Keywords: Small and Medium Enterprise (SME), Bangkok.

1. Introduction

Thailand is a lower middle-income country and a reasonably open economy. Thailand was one of the fastest growing economies in the world. During the 1987-1996, a boom period, real GDP grew by 9.5 percent. During the 1997-1998 financial crisis, real GDP growth fell to negative (Chaiyuth Punyasavatsut, 2008: 287). Since then, The GDP value of small and medium enterprises (SMEs) was 3,746,967 million baht in 2010. As regards contribution to GDP according to the size of the enterprise, it was found that small enterprises contributed more to the GDP than medium enterprises with the value of small enterprise in 2010 standing at 2,490,703.3 million baht, an increase of 7.1% from 2009. Regarding the value of MEs in 2010, this totalled 1,256,263.7 million baht, an expansion of 9.5% from the previous year, equivalent to 12.4% of the total GDP (The Office of SMEs Promotion, 2011: 3).

The GDP structure of SMEs in 2010 was still greatly related to the service, manufacturing, and trade and maintenance sectors. The manufacturing sector was the most important economic activity with 32.3% of the GDP, an expansion of 12.5%. Second was the service sector with 31.6%, a growth rate of 6.5%. The third sector was trade and maintenance with 28.2% and an expansion rate of 4.3%. Nonetheless, in 2010 after recovering from the impact of the global economic crisis, the GDP structures of the country and SMEs were similar with the manufacturing sector being the major economic driving force of the country’s economy, especially manufacturing for export. Analysis of the economic structure of the
country during and after the economic crisis reveals that the country's economy largely relies on the manufacturing and service sectors. During periods of economic normality, the manufacturing sector for export is the main force in creating income for the country and, in times of economic crisis, it is the service sector that alleviates the damage (The Office of SMEs Promotion, 2011: 7). In addition, during the 2009 – 2010, Thailand had a protest that made the economic recession, especially in Bangkok. Therefore, this research aims to study the results of the operation factors affecting on business operation, and business operation solutions in order to gain the competitiveness of SMEs in Bangkok and Greater Bangkok.

2. Literature Review

SMEs in Thailand

The total number of enterprises in Thailand at the end of 2010 was 2,924,912, of which 2,894,780 were small enterprises and 18,387 medium enterprises giving number of 2,913,167 small and medium enterprises in total. SMEs accounted for 99.6 of all enterprises. There were 9,140 large enterprises. When classifying enterprises by sector, there were 1,383,391 SMEs in the sectors of trade and maintenance, an equivalent of 99.7% of all the country's enterprises in the trade and maintenance sector. There were 983,610 SMEs in the service sector constituteing 99.7% of all the country's enterprises in the service sector. The number of SMEs in the manufacturing sector was 545,098 or 99.2% of all the country's enterprises in the manufacturing sector (The Office of SMEs Promotion, 2011: 31).

The strengths of SMEs in Thailand are in the areas of skills in arts and handicrafts, and service-mindedness. If Thai wisdom can be applied to products and service, then Thai products will be more outstanding. Moreover, there still exist areas of weakness among Thai enterprises, especially small and micro-enterprises, for example, old-style administrations, communication in foreign language limited within certain groups, and a lack of communication among a large number of enterprises and the government sector due to the informal establishment of enterprises (The Office of SMEs Promotion, 2011: 50).

3. Methodology

The population and sample in this research are Small and Medium Enterprises (SMEs) in Bangkok and Greater Bangkok. Total sample used in this research are 400 Small and Medium Enterprises (SMEs). The questionnaires are used as instruments in this research for gathering and compiling data from foreign targeted SMEs. This research proposes to carry out the competitiveness of small and medium enterprises using a questionnaire as instrument in order to attain the research goals. The confidence value of the questionnaire is tested by analyzing a – Coefficient and the reliability value of 0.835. In analysis part, descriptive statistics are used consisting of frequency, percentage, mean, and standard deviation.

4. Results

4.1 General Information

The results on Table 1 showed that the majority of SMEs in Bangkok and Greater Bangkok are sole proprietorship (37.4%), company (33.8%), and partnership (28.8%), respectively. Most of SMEs respondents are retailing company (37.2%), wholesale business (32.3%), manufacturing company (18.0%), and service company (12.5%), respectively. In addition, they have 50 employees or less (65.7%), 51 – 100 employees (24.0%), and more than 100 employees (10.3%). Furthermore, most of
them have operated their business with 6 – 10 years of operation (32.3%), more than 20 years (19.0), 11 – 15 years (18.2%), 5 years or less (18.0), and 16 – 20 years (12.5%), respectively.

Table 1. General Information of SMEs.

<table>
<thead>
<tr>
<th>Variables</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Type of Business Organization</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sole Proprietorship</td>
<td>150</td>
<td>37.4</td>
</tr>
<tr>
<td>Partnership</td>
<td>115</td>
<td>28.8</td>
</tr>
<tr>
<td>Company</td>
<td>135</td>
<td>33.8</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
<td>100.0</td>
</tr>
<tr>
<td>2. Type of Business</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Manufacture</td>
<td>72</td>
<td>18.0</td>
</tr>
<tr>
<td>Wholesale</td>
<td>129</td>
<td>32.3</td>
</tr>
<tr>
<td>Retail</td>
<td>149</td>
<td>37.2</td>
</tr>
<tr>
<td>Services</td>
<td>50</td>
<td>12.5</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
<td>100.0</td>
</tr>
<tr>
<td>3. Number of Employee</td>
<td></td>
<td></td>
</tr>
<tr>
<td>50 employees or less</td>
<td>263</td>
<td>65.7</td>
</tr>
<tr>
<td>51 - 100 employees</td>
<td>96</td>
<td>24.0</td>
</tr>
<tr>
<td>More than 100 employees</td>
<td>41</td>
<td>10.3</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
<td>100.0</td>
</tr>
<tr>
<td>4. Operation Period</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 years or less</td>
<td>72</td>
<td>18.0</td>
</tr>
<tr>
<td>6 - 10 years</td>
<td>129</td>
<td>32.3</td>
</tr>
<tr>
<td>11 - 15 years</td>
<td>73</td>
<td>18.2</td>
</tr>
<tr>
<td>16 - 20 years</td>
<td>50</td>
<td>12.5</td>
</tr>
<tr>
<td>More than 20 years</td>
<td>76</td>
<td>19.0</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
<td>100.0</td>
</tr>
</tbody>
</table>

4.2 Results of the Operation

This research found that most of SMEs in Bangkok and Greater Bangkok had the return of investment approximately 10% or less, with the average percentage of 15.08%.

Table 2. Return of Business Operation.

<table>
<thead>
<tr>
<th>Return</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>10% or less</td>
<td>252</td>
<td>63.0</td>
</tr>
<tr>
<td>11 – 20%</td>
<td>70</td>
<td>17.4</td>
</tr>
<tr>
<td>21 – 30%</td>
<td>39</td>
<td>9.8</td>
</tr>
<tr>
<td>31% or more</td>
<td>39</td>
<td>9.8</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
<td>100.0</td>
</tr>
<tr>
<td>Rate of Return</td>
<td></td>
<td>15.08%</td>
</tr>
</tbody>
</table>
4.3 Factors Affecting Results of Operation

SMEs in Bangkok and Greater Bangkok has faced the high wage that is being a main problem of business operation with the mean of 4.43, followed by the decrease of purchasing power, government regulations are inflexible, high loan interest rate, with the mean of 4.28, 4.26 and 4.24, respectively. In addition, they have faced the lack of skilled workers, hard to reach source of fund, lack of quality management system, lack of facilities, inability to procure necessity new technology, and inappropriate organizational structure, with the mean of 3.94, 3.60, 3.58, 3.48, 3.29, and 3.13, respectively.

<table>
<thead>
<tr>
<th>Variables</th>
<th>Mean</th>
<th>S.D.</th>
<th>Ranking</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Lack of skilled workers</td>
<td>3.94</td>
<td>.919</td>
<td>5</td>
</tr>
<tr>
<td>2. High wage</td>
<td>4.43</td>
<td>.676</td>
<td>1</td>
</tr>
<tr>
<td>3. Hard to reach source of fund</td>
<td>3.60</td>
<td>.981</td>
<td>6</td>
</tr>
<tr>
<td>4. Inability to procure necessity new technology</td>
<td>3.29</td>
<td>1.195</td>
<td>9</td>
</tr>
<tr>
<td>5. Inappropriate organizational structure</td>
<td>3.13</td>
<td>1.020</td>
<td>10</td>
</tr>
<tr>
<td>6. Lack of quality management system</td>
<td>3.58</td>
<td>.989</td>
<td>7</td>
</tr>
<tr>
<td>7. Government regulations are inflexible</td>
<td>4.26</td>
<td>.774</td>
<td>3</td>
</tr>
<tr>
<td>8. Lack of facilities</td>
<td>3.48</td>
<td>.957</td>
<td>8</td>
</tr>
<tr>
<td>9. The decrease of purchasing power</td>
<td>4.28</td>
<td>.802</td>
<td>2</td>
</tr>
<tr>
<td>10. High loan interest rate</td>
<td>4.24</td>
<td>.792</td>
<td>4</td>
</tr>
</tbody>
</table>

4.4 The Impact of Political Conflict on Business Operation

The opinion of SMEs in Bangkok and Greater Bangkok, on the impact of political conflict on business return, in terms of income, has found quite high impact with the mean of 1.73.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Mean</th>
<th>S.D.</th>
</tr>
</thead>
<tbody>
<tr>
<td>The impact of political conflict on income</td>
<td>1.73</td>
<td>.774</td>
</tr>
</tbody>
</table>

4.5 The Strategies of SMEs in Order to Gain More Competitiveness

This research found that SMEs in Bangkok and Greater Bangkok mostly agreed, in order to gain more competitive advantages, by increasing marketing cost to boost sales, cutting labor costs, entering to new markets, and reducing working hours, with the mean of 4.48, 4.28, 4.27, and 4.25, respectively. In addition, they quite agreed to reduce unnecessary costs, increase product/service quality, sell difference products or services, and cutting price of goods/services, with the mean of 4.09, 4.02, 3.97, and 3.58, respectively.
Table 5. Strategies of SMEs in order to gain more competitiveness.

<table>
<thead>
<tr>
<th>Variables</th>
<th>Mean</th>
<th>S.D.</th>
<th>Ranking</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Cutting labor costs</td>
<td>4.28</td>
<td>.765</td>
<td>2</td>
</tr>
<tr>
<td>2. Cutting price of goods/services</td>
<td>3.58</td>
<td>1.087</td>
<td>8</td>
</tr>
<tr>
<td>3. Reduce working hours</td>
<td>4.25</td>
<td>.792</td>
<td>4</td>
</tr>
<tr>
<td>4. Enter to new markets</td>
<td>4.27</td>
<td>.769</td>
<td>3</td>
</tr>
<tr>
<td>5. Increase product/service quality</td>
<td>4.02</td>
<td>.826</td>
<td>6</td>
</tr>
<tr>
<td>6. Selling difference products or services</td>
<td>3.97</td>
<td>.945</td>
<td>7</td>
</tr>
<tr>
<td>7. Increase marketing cost to boost sales</td>
<td>4.48</td>
<td>.944</td>
<td>1</td>
</tr>
<tr>
<td>8. Reduce unnecessary costs</td>
<td>4.09</td>
<td>1.086</td>
<td>5</td>
</tr>
</tbody>
</table>

5. Conclusion and Recommendation

Small and Medium Enterprises (SMEs) is a vital player on Thai economy, but during political conflict, they faced with many problems, for example, the high wage, the decrease of purchasing power, government regulations are inflexible, high loan interest rate. Therefore, in order to gain more competitiveness, they increase marketing cost to boost more sales, cutting labor costs, entering to new markets, and reducing working hours. However, Thai government should improve the operating process by making the promotion and support of small and medium enterprises part of the National Agenda. Additionally government should enhance the potential of Thai SMEs to increase the chance of acquiring loans from financial institutions, which is beneficial to the potential development of SMEs. Another means to fortifying the competitive capacity of SMEs is to add further uniqueness to the products or services.

Acknowledgement

The authors would like to thank Office of the National Research Council of Thailand for funding this project. We also thank the owner of small and medium business in Bangkok and Greater Bangkok, for giving our chance to collect data.

References

ตัวอักษรที่สุด บนที่เก็บความ

ส่วนราชการ คณะบริหารธุรกิจ มหาวิทยาลัยเทคโนโลยีราชมงคลธัญบุรี โทรศัพท์ 02-549-4822
ที่ คอ 0578.06/1620 วันที่ 13 กุมภาพันธ์ 2555
เรื่อง ขออนุมัติบุคคลากรเข้าร่วมนำเสนอผลงานวิจัย ณ ประเทศไทย
เรียน สำนักบริหารงานทรัพยากรบุคคลเทคโนโลยีราชมงคลธัญบุรี (ผ่าน ผอ. สวท.)

ด้วย พ.ศ. พิมพา หัวรุกคิตติ ต. มหาวิทยาลัยเทคโนโลยีราชมงคลธัญบุรี ได้รับการเสนอวิจัยในงานประชุมวิชาการ "International Conference for Academic Disciplines in Gottenheim, Germany" ซึ่งจัดโดย Central Connecticut State University ณ ประเทศเยอรมนี ระหว่างวันที่ 8 - 13 เมษายน 2555 จำนวน 1 เรื่อง คือ "The Competitiveness of Small and Medium Enterprise in Bangkok Metropolitan and Greater Bangkok" ซึ่งการนำเสนอผลงานวิจัยในครั้งนี้มีค่าใช้จ่ายประมาณ 98,590 บาท (ราคากลางค์ต่อค่าเอกสารแบบ)

คณะบริหารธุรกิจ จึงขอให้ความเห็นเกี่ยวกับการที่อาจารย์ขออนุมัติ ได้รับการเข้าร่วมนำเสนอผลงานวิจัยในครั้งนี้ เป็นการสร้างชื่อเสียง และเผยแพร่ผลงานวิจัยของมหาวิทยาลัยเทคโนโลยีราชมงคลธัญบุรี ทั้งนี้ได้ผลักดันการนำเสนอผลงานในรูปแบบ Oral Presentation ในนามของมหาวิทยาลัย สำนักงานบริหารธุรกิจ มหาวิทยาลัยเทคโนโลยีราชมงคลธัญบุรี ทำให้ได้เผยแพร่ชื่อเสียงของมหาวิทยาลัยต่อประเทศในระดับจังหวัด เพื่อเป็นการส่งเสริม สนับสนุน ให้บุคลากรของคณะฯ มีชื่อเสียงและทำให้ในการปฏิบัติงาน คณะบริหารธุรกิจต้องการอนุมัติที่ดี

1. ขออนุมัติเบิกค่าใช้จ่ายที่เกิดขึ้นระหว่างการเข้าร่วมนำเสนอผลงานวิจัยตามแนบท้ายการให้เงินชกหุนบุคคลสำหรับไปนำเสนอผลงานทางวิชาการณ์ ต่างประเทศ จำนวนเงิน 30,000 บาท (ตามที่มีกำหนดสั่งบัญชี)
2. ขออนุมัติให้ พ.ศ. พิมพา หัวรุกคิตติ เข้าร่วมนำเสนอผลงานวิจัย ณ ประเทศไทย จำนวน 6 - 15 เมษายน 2555
3. อนุมัติให้ พ.ศ. พิมพา หัวรุกคิตติ เป็นผู้ฝ่ายเจ้าหน้าที่จัดงาน

จึงเรียนมาเพื่อโปรดพิจารณาคุณในกรณี ถ้ามีเหตุใด

(ลงชื่อ)

(ชื่อ)

(ตำแหน่ง)

(นายทะเบียน)

(เลขที่)

(วัน)

(สถานที่)
เห็น ณ วันพุธ ที่ ๒๖ มกราคม ๒๕๕๕ ว่า

๑. ณ วันที่ ๒๕ มกราคม ๒๕๕๕ ที่ ๐.๐๐ น. ท่าน นาง นาง นาง นาง นาง
  นิติพล นิติพล นิติพล นิติพล นิติพล ได้รับหนังสือคัดเลือกผลการติดต่อทางโทรศัพท์ที่ ๒๕ มกราคม ๒๕๕๕
  ที่ ๐.๐๐ น.

๒. ณ วันที่ ๓๐ มกราคม ๒๕๕๕ ที่ ๐.๐๐ น.

๓. ณ วันที่ ๒๖ มกราคม ๒๕๕๕ ที่ ๐.๐๐ น.

๔. ณ วันที่ ๒๙ มกราคม ๒๕๕๕ ที่ ๐.๐๐ น.

๕. ณ วันที่ ๑๕ มกราคม ๒๕๕๕ ที่ ๐.๐๐ น.

๖. ณ วันที่ ๒๑ มกราคม ๒๕๕๕ ที่ ๐.๐๐ น.

๗. ณ วันที่ ๓๑ มกราคม ๒๕๕๕ ที่ ๐.๐๐ น.

๘. ณ วันที่ ๒๕ มกราคม ๒๕๕๕ ที่ ๐.๐๐ น.
များပြုပါ။
ပါဝင်ပါ။

၆ ဒီလိုင်စင်း
၂၅ ဒီလိုင်စင်း

ပါဝင်ခြင်း: ဖူး

ပါဝင်နေပါသည်။

ဗိုလ်ချုပ်ကြည့်

ပါဝင်ခြင်း: ဖူး

ပါဝင်နေပါသည်။

ဗိုလ်ချုပ်ကြည့်
Dear Ms. Chaivorawat, Ms. Liangsaluk:

**RESEARCH TITLE**

The Competitiveness of Small and Medium Enterprise in Bangkok Metropolitan and Greater Bangkok

**AUTHOR(S):** Pimpa Hirankitti, Somchait Hirankitti, Mr. Udom Sayapunt

**RESEARCH ID:** SNG229

**REGISTRATION FEE:** $360 (if an author attends for the full conference); $560 (if two co-authors attend)

**REGISTRATION DEADLINE:** February 19, 2012

I am pleased to inform you that on the basis of your submission, the reviewers have accepted the above for presentation at the Int’l Journal of Arts & Sciences (IJAS) Conference which will be held at Schulstraße 15, 79288 Gottenheim, Germany (Apr 8-13, 2012). On April 7, we will host an early-bird welcome visit to Europa Park, the only event that’s not included in the registration fee.

Our conference showcases the EUCOR university system (http://www.eucor-uni.org). The conference follows the multidisciplinary TED format (http://www.ted.com/).

For your submission to appear in one of our refereed ISSN-numbered CD-ROMs, please format your work in line with this template http://www.internationaljournal.org/template.html. There is no limit on the number of pages. Email your properly formatted abstract/paper only to ManuscriptSubmission@gmail.com. Please make sure that it is in Microsoft Word and that the above "Research ID" number is included in all your future emails’ Subject line.

The registration fee does not include food and lodging.

We will be honored to have you present your work to our delegates. Our reviewers were impressed by your research submission, and we firmly believe that your presentation will reflect to the credit of your academic institution. Our conference is the largest of its nature in Southwest Germany and draws academics from all over the world.

Sincerely,

Professor Joseph Bonnici, PhD, JD
IJAS Conferences Coordinator
ประสบการณ์การค้าในประเทศ

1. ผู้นำเสนอผลงาน........................................
   นางพินทุ ศรีสุริกิต

2. ตำแหน่ง ........................................
   ผู้ช่วยศาสตราจารย์ ระดับ 8

3. สถานที่........................................
   คณะบริหารธุรกิจ มหาวิทยาลัยเทคโนโลยีราชมงคลอ่อนนุช

4. ชื่อผลงานที่นำเสนอ ................................
   The Competitiveness of Small and Medium Enterprise in
   Bangkok Metropolitan and Greater Bangkok

5. สถานที่ที่นำเสนอ ................................
   Schulstraße 15, 79288 Gottenheim ประเทศ Germany

6. ระยะเวลา วันที่ 6-11 พฤศจิกายน พ.ศ. 2555 วันที่ 15-20 พฤศจิกายน พ.ศ. 2555 รวม 10 วัน

7. งบประมาณ ........................................
   ○ หน่วยงานที่สั่งจ่าย จำนวน...........บาท
   ○ ผลกระทบต่อหน่วยงาน จำนวน...30,000 บาท
   ○ ผลกระทบต่อสถาบัน จำนวน...30,000 บาท
   ○ อื่น ๆ ...........................................จำนวน...........บาท

8. ยอดเงินค่าใช้จ่ายในโครงการทั้งหมด (รวม...10 วัน) ...........................................
    บาท
   1. ค่าเดินทางไปและกลับ (สายการบินไทย) ...........................................
      ...........................................
   2. ค่าใช้จ่ายภายในประเทศ (ไป-กลับ) ...........................................
      ...........................................
   3. ค่าใช้จ่ายการเดินทาง...........................................
      ...........................................
   4. ค่าลงทะเบียน (360 USD x 31 บาท) ...........................................
      ...........................................
   5. ค่าเบี้ยมที่พัก (10 วัน x 800 บาท) ...........................................
      ...........................................
   6. ค่าที่พัก (9 คืน x 70 EURO x 41 บาท) ...........................................
      ...........................................
   7. อื่น ๆ (รวม) ...........................................
      ...........................................
   รวมเงินค่าใช้จ่ายทั้งสิ้น ...........................................
      ...........................................

(พิมพ์ชื่อ สาขาวิชาการ วิทยาที่)...........................................

ผู้แทน.................................

(เพื่อความถูกต้องในการรับฟังข้อมูลของผู้นำเสนอ)