

An Empirical Study of Influential Factors of University Alumni Donation Willingness: a case of Nanyang Institute of Technology

Qiuyang Bai¹ Ntapat Worapongapat² and Manoch Prompanyo³

^{1,3} School of Management, Shinawatra University

² Faculty of Business Administration, Rajamangala University of Technology Phra Nakhon, Bangkok

E-mail: Ntapat.w@rmutp.ac.th

Abstract

The research Eastern Economic Corridor: According to Thailand 4.0 Economic Policy is in the field of administration and management in organizational development. It is the depth-study insight the Mega Project of Thailand in Eastern Corridor such 3 Eastern provinces in Eastern Special Development Zone Act, 2018 (ESDZ Act 2018) as Chachoengsao, Chonburi and Rayong, and purposing Thailand 4.0 to be the modernization country in the next decade. This thesis focuses on the specific issue of the relationship Thailand Eastern Economic Corridor (Thailand's EEC) and Thai Economic Policy. It will attempt to answer the questions how Thailand Eastern Economic Corridor relationship to Thai Economic Policy, and what are the key success factors of this relationship also. The methodology in this study is qualitative method. Basically, qualitative research was used to identify relevant variables and issues for examination which issues arising from the qualitative work were then further explored through subsequent interviewing, in-depth interviews of experts in the fields, across the fields and other key informants, some of whom wished to remain anonymous. This method has been employed with success on previous studies. By the result of the study, the research was aimed to accomplish research objective 1, i.e., to determine the current situations of EEC which impact on Thailand Development was met the objective clearly, To accomplish research objective 2, which aimed to find out more effective ways to innovate Eastern Special Development Zone (formal name for EEC) for Thailand development, all key informants were asked to explain more in questionnaires related to be concern with EEC and to be concern with Thailand Economic Policy. Considerably, Thailand is the perfect channel to the potential region because the country located in the center of Asia where more than half of the global population reside. Which known as the key geographical gateway to one of the most prosperous regions in the world.

Keywords: Eastern Economic Corridor (EEC), Thailand 4.0, Economic Policy Willingness, Donation Motivation

Introduction

In the 21st century, many countries have recently rolled out innovation strategies. The Obama administration unveiled "A Nation of Makers" to support Americans to turn ideas and solutions into reality. The United Kingdom has been promoting its "Design in Innovation Strategy" to support British businesses to innovate better and grow faster. China announced its "Made in China 2025" policy to comprehensively upgrade Chinese industry. India has launched its "Make in India" campaign to attract capital and technological investment, and lastly, South Korea is building a "Creative Economy" to transition to an advanced innovation and new engines of growth. Thailand, in turn, has been promoting successive economic development schemes for over 50 years, successfully becoming an upper-middle income country. From 1957- 1993, Thailand's GDP

grew at a constant annual rate of 7 to 8 percent, however, from 1994 until now, growth has moderated to between 3 to 5 percent annually. (BoI; Thailand Investment Review: January 2017 Vol.27 no.1)

In the meantime, Thailand has continuously been improving its economic model, starting from "Thailand 1.0" which focused on the agricultural sector to light industries with "Thailand 2.0" where the country utilized cheap labor cost with a focus on domestic productions, through to "Thailand 3.0" which is focused on more complex industries to attract foreign investments making Thailand a production hub for exports. However, under Thailand 3.0, the country has faced middle-income trap, growing disparities, and imbalanced development, major concerns which prompted the government to transform Thailand's economic structure to "Thailand 4.0."

In order to push Thailand into Thailand 4.0, The Eastern Special Development Zone ZESDZ (changed from previous names Eastern Economic Corridor:EEC by The Act 2018) was set up as a strategic plan to attract foreign investors to invest in 10 target industries. This is expected to help push the country forward.

From the changing context, the government and entrepreneurs have to adjust. Under the vision of Thailand 4.0, business driving in this age will be at the heart of technology adoption. To create and strengthen the internal link to external or "Strength from within and Connect to the World", entrepreneurs have to adapt in many ways.

The Thai economy in 2018 tends to improve supported by the improvement of the global economy, which will sequentially support the expansion of exports and key production sectors and thus the overall economy, the stronger contribution from government consumption and public investment of overall income condition. However, the economy during the rest of 2018 tends to slow down, on a year-on-year basis, due to a high base in the second half of 2017 and the fact that agricultural production is prone to flooding conditions amid higher volatility in the global economy and financial system as well as more intensified trade retaliation which will become risk factors to the recovery of world commodity prices and the global economy. As a result, supporting factors for the economic growth are the progresses of Key Public Infrastructure Investment projects.

The Thai government is accelerating infrastructure development, especially in special economic zones, linking the Thai economy with the policy would promote connectivity and regional economic development on sustainable basis. There are currently many major border economic areas in Thailand with trade and investment valued at almost 800 billion baht a year.

Eastern Special Development Zone is one of the expected areas, would be established to begin in 2017, covered 3 provinces as Chachoengsao, Chonburi, and Rayong. There are the main propose to launched the project to be industrial estate, eco-tourism, agriculture and cross-border trade (ESDZ.Act.2018).

As a result, the problem statement are the challenges to consider it is possible for this project to be completed or not. Moreover, which are intends to take advantage of the presence of this project. Alternatively, how are resistance of the local level, political disturbances and other issues? Additionally, which has been facing problems with the mobilization of subject amount of capital.

Research Questions

This research will attempt to answer the following key research questions that; What are the key success factors of Thailand Eastern Economic Corridor (EEC) relationship to Thai Economic Policy, and How can innovate Thailand Eastern Economic Corridor (EEC): be made more effective for relationship to Thai Economic Policy.

Research Objectives

In order to find the answers to the research questions, it put adaptive these into two research objectives: Finding out the key success factors of Thailand Eastern Economic Corridor (EEC) relationship to Thai Economic Policy?; and finding out more effective ways to innovate Thailand Eastern Economic Corridor (EEC) for relationship to Thai Economic Policy.

Conceptual Framework

A conceptual framework was developed based on the findings from secondary data analysis and previous qualitative studies to articulate the links between Thai EEC as the influential factors and economic policy effectiveness in Thailand. The suitable core concept/theory in this study. By theoretical concepts, there are 2 mains for support this research. There are McKinsey 7S framework, and Kotler's marketing theories from 4P to 7P.

As proposed methodology, the research is divided into 2 parts. The first part is the variable analysis of secondary data in order to answer the research questions and the interpretations of the trends. Information found from many sources including research papers, theses, the second part of the research will be a questionnaire interviews with the people as key informants of this paper in public and private sectors, involve with Eastern Special Development Zone.

Methodology

In detail of this research's methodological process, the first part deals with research design, then the presentation moves on to key contributors are as the population and sample size. The next part presents data collecting, data analysis procedures, and the last part presents data validation with personal prevention the key informant, and summarize at the last. Research Design.

The author has designed the research as a qualitative research, in order to cover the content and details clearly on the topic of education. The data can be analyzed logically. Document research that the researcher uses the process of studying and analyzing data by reviewing relevant theoretical and literary concepts. The study was based on academic papers, research papers, academia articles. Both domestic and international, including academic information obtained from electronic media search or web site. To provide author with the information that need and to re-invent the data to cover the realities.

In-depth interview, research data were collected by using semi-structured interview technique from key informants/ contributors data collection with voice recorder and interview recording. The structure of the questions used in interviews, be consistent with each interviewee in each situation in which the event or

environment changes. To be clear in the answer, get more information in different dimensions and facts in practice. When the author gets the information, it will reduce the irrelevant information. As a result, organizational pattern used in this research as well.

In this research, data is stored by two sources. Primary information: Information from interviews, observations, experiments, tests or measurements from key informants. In-depth interviews, it is a process of generating information from key informants. It is a very selective way of looking at the purpose of research. Secondary data is information that has been collected or collected before, such as statistics from the agency. And all types of documents. Research Process by Document Research or details collected by others systematically. Data code is provided. By breaking the information into parts. The specific meaning of each section. The data is grouped according to the analysis to interpret the results. Conclusion and Confirmation of Research Results.

Data were analyzed using descriptive personal information of respondents. The analytical method used in this thesis was content analysis. It was used to draw conclusions from what may be a large amount of transcribed discourse relating to as specific subject in a series of interviews that have been permitted to develop in unique ways according to the specific circumstances facing the individual interviewed experts. In such a situation, it is important to have guidelines that will increase the rigor of the approach and the robustness of the results (Mayring, 2000).

Expected Finding

The Eastern Economic Corridor (EEC) is an area-based development initiative, and plan envisages a significant transformation of both physical and social development, uplifting the country's competitiveness. Therefore, EEC's current situation and how to innovate EEC more effective are expected finding in the content. The questionnaire survey and in-depth interview are analyzed and verification results can be finally discussed and a specific explanation could be given in this chapter. The software computer program as a data analysis tool is employed in this research.

Consequently, at the same meaning as population and sample size, the author selects specific informants by classifying from the Eastern Special Development Zone Act, B.E.2561 (2018), and the study was conducted by questionnaire and in-depth interviews from key informants divided into 3 management levels which separated in 20 Key Contributors the data of ESDZ questionnaires were finally employed, which stated that majority of the Key Informants were female and male are equal gender. The majority of the group was less 30 years old. The education background was considered as the level of formal knowledge, which the majority group was Bachelor Degree level. The position in working level was classified of the group as the managing level, and the majority was the low level as the participant of the of the sector. Finally, demographic data of Key Informants in year of work, there was the majority group of Key Informants at 6-10 years experiences in working period.

Organization Development concept

Key Informants from ESDZ in brief the most supported in EEC enhance related organizing development, and the least supported in EEC make operation flexibly, as the same as EEC quick fix the problem.

7 S's McKinsey concept

Key Informants from ESDZ in brief the most supported in EEC has administrative persons, as the same as EEC has administrative skill performance persons, and the least supported in EEC has administrative structures.

7 P's Kotler concept

Key Informants from ESDZ in brief the most supported in EEC has service proposal, as same as EEC has managing personal, and EEC has service productivities also, and the least supported in EEC has managing service channel management as same as EEC has service promotion.

Eastern Economic Development Zone concept

Key Informants from ESDZ in brief the most supported in EEC is spread prosperity project to region, and the least supported in EEC reduces income inequality as same as EEC uses land worthwhile.

Be concern with EEC

This matter has supported the objective of the study in current situations of EEC and innovate more effective for Thailand development. With the questions to the key informants that what is the impacts of EEC development that presented what EEC is going on at the present time.

1. According to the views: What is the impact factors in EEC development?

The majorities of Key Informants opinions have supported in 3 main concepts which currently at the state that:

- Comprehensive Infrastructure as the enhancement of investment value of the projects. There are some examples as could be done: High-speed rail linking 3 airports, U-Tapao International airport, Intercity Motorway, Double Track Railway, Laem Chabang Port phase 3, Map Ta Phut Industrial Port Phase 3, etc.

- Numerous skillful workforce. Some examples as High-value and Medical Tourism, Next-Generation Automotive, Automation and Robotics, Maritime, Rail Transit System, Aviation, etc.

- Smart City as the land for intelligence. Some examples as Smart living, Smart people, Smart government, Smart economy, Smart mobility, Smart environment, etc.

2. As a result: Developing EEC should be?

There are 12 targeted industries that promoting advanced technology and innovation should be the impacts of EEC; Next-generation Automotive, Intelligent Electronic, Advanced Agriculture and Biotechnology, Food for the Future, High-value and Medical Tourism, Automation and Robotics, Aviation and Logistics, Medical and Comprehensive Healthcare, Biofuel and Biochemical, Digital, Defense, Education and Human resource.

Be concern with Thailand Economic Policy

The information from this content has been the part of answers the questions and objective the way to innovate EEC more effective, which many key informants have given the similar answer that refer the mega projects in all infrastructure and exclusive opportunities for all investors.

1. According to the views: How Thailand development Model supports EEC?

Some key informants occurred that because of special Economic zone in EEC, the main support from the government, then the government need to support not only comprehensive infrastructure, but have to promote zone for specific industries in the area. With EEC exceptional characteristics, the government should to provides distinguished investment opportunities for all investors. In the meantime, there are many projects for promoted zone for specific industries as; EECh: High-Speed Rail Ribbon Sprawl, EECd: Digital Park, EECmd: Medical Hub, EECi: Innovation Platform, EECa: Eastern Airport City, etc.

2. As a result: How Thailand development Economic Model should be?

Firstly, in the master plan as the key informants presented, there are 5 promoted zones for specific industries and 21 promoted zone for targeted industries to serve the prospect investors around the world. Investors in 12 targeted industries will also be eligible additional privileges. As a result, the EEC development scheme will strengthen the existing foundation and contribute to sustainable business growth, with the best mutual benefits.

The 12 targeted industries had presented as above, and additional privileges will eligible for investors and overseas professionals who plan to work in the EEC are these;

- Personal Income tax: Foreign staffs in the promoted zones are subjected to 17% personal income tax. This offer also applies to their parents, spouse, and children. And foreign executives working at their headquarters or international trading companies in the EEC are subjected to 15% personal income tax.

- Import Duties: Exemption of import duties on machinery, and on raw materials for production and R&D.

- Financial Transaction: Business operators are exempted from the Law on Foreign Currency Exchange Control and can use foreign currencies in the promoted zones.

- Land and Real Estate Ownership: Foreign entities can own land and properties for their business operation, also allowed to own properties for residential purpose with enter into lease/sublease/lease-out contract of land or real estate within the promoted zones for 50 years and renew upon approval for 49 years.

- Immigrating to and Residing in Thailand: Foreign experts/executives/specialists, including their spouses and dependent persons, can enter and reside in Thailand for a specific period which extends beyond what is stipulated in the Immigration Law.

- Special Deductions: Tax deductions at a triple amount of the R&D expenses will be granted for R&D on technology and innovations. When targeted industries that are new to Thailand or use high technology in manufacturing will be entitled to incentives under the Competitiveness Enhancement Act.

- Other Privileges: Business operators in the promoted zones are entitled to the same privileges as business operators in the Duty-Free zone/Bonded Warehouse/Free zone. Furthermore, professional are entitled to obtain license, registration, or certificates to practice their professions for business operations in the promoted zones.

Moreover, in accordance with the EEC act, the EEC's One-Stop Service (EEC-OSS) holds the equivalent power and authority as the related government agencies to approve, permit, grant the rights and concessions under 8 related laws; Land Allocation Law, Land Excavation and Compaction law, Building Contract Law, Machine Registration Law, Public Health Law, Immigration Law, Commercial Registration Law, and Factory Law. In conclusion, some part of key informants presented that Thailand is the perfect channel to the potential region because the country located in the center of Asia where more than half of the global population reside. Which known as the key geographical gateway to one of the most prosperous regions in the world. Not only has the number of residents been raising, but the growth in Asia also continues to outpace that of others, making the continent an emerging economic powerhouse of the era.

Analysis

For research objective 1, which aimed to find out the current situation of EEC that impact on Thailand Development, this research study found that EEC had impact by influential factors including organization development, Mckinsey's concept with Social relation, Kotler's concept with Productivity, and Thailand development in policy and plan.

From completely analysis of ESDZ Key Informants in Organization Development concept, they had strongest agree in EEC enhance related organizing development (Max. Mean: 4.60, S.D. 0.49), and by average was at very high level (Mean 4.49: 4.21 – 5.00: Very high as determinate of class interval, at S.D. 0.56).

Similarly, completely analysis of ESDZ Key Informants in Mckinsey and Social relation concept, they had strongest agree in EEC has administrative persons, and gave importance administrative participation (Max. Mean: 4.65, S.D. 0.48), and by average was at very high level (Mean 4.53: 4.21 – 5.00: Very high as determinate of class interval, at S.D. 0.56).

In the same way, completely analysis of ESDZ Key Informants in Kotler and Productivity concept, they had strongest agree in EEC has service proposal, managing personal, and service productivities (Max. Mean: 4.60, S.D. 0.58), and by average was at very high level (Mean 4.60: 4.21 – 5.00: Very high as determinate of class interval, at S.D. 0.57).

As with completely analysis of ESDZ Key Informants in Eastern Economic Development Zone concept, they had strongest agree in EEC is spread prosperity project to region (Max. Mean: 4.70, S.D. 0.46), and by average was at very high level (Mean 4.53: 4.21 – 5.00: Very high as determinate of class interval, at S.D. 0.56).

By the result of this study, almost of key informants have the opinions in the same directions that means in each concept/component on frequency of positive comments were passed, no any frequency of negative comments presented. By average, Frequency Distribution in almost Strongly Agreement or Very High in Class Intervals. Therefore, all Test Results were accepted.

In consequence, the research was aimed to accomplish research objective 1, i.e., to determine the current situations of EEC which impact on Thailand Development was met the objective clearly, which supported with the answers from the part 2 of questionnaire that all key informants presented their opinions by 4 of impact concepts including; organization development concept, Mckinsey in administrative concept, managing Kotler in managing concept, and Eastern Economic Development Zone concept in each item. To

accomplish research objective 2, which aimed to find out more effective ways to innovate Eastern Special Development Zone (formal name for EEC) for Thailand development, all key informants were asked to explain more in questionnaires related to be concern with EEC and to be concern with Thailand Economic Policy. With the questions to the key informants that what is the impacts of EEC development that presented what EEC is going on at the present time. According to the views: What is the impact factors in EEC development? In the majorities of Key Informants opinions have supported in 3 main concepts which currently at the state that: 1. Comprehensive Infrastructure as the enhancement of investment value of the projects, e.g. high-speed rail linking 3 airports, U-Tapao International airport, Intercity Motorway, Double Track Railway, LaemChabang Port phase 3, Map Ta Phut Industrial Port Phase 3, etc. 2. Numerous skillful workforce, e.g. High-value and Medical Tourism, Next-Generation Automotive, Automation and Robotics, Maritime, Rail Transit System, Aviation, etc. 3. Smart City as the land for intelligence, e.g. Smart living, Smart people, Smart government, Smart economy, Smart mobility, Smart environment, etc. As a result, Developing EEC should follow the master plans in 12 targeted industries that promoting advanced technology and innovation should be the impacts of EEC. There are Next-generation Automotive, Intelligent Electronic, Advanced Agriculture and Biotechnology, Food for the Future, High-value and Medical Tourism, Automation and Robotics, Aviation and Logistics, Medical and Comprehensive Healthcare, Biofuel and Biochemical, Digital, Defense, and Education and Human resource. In concern with Thailand Economic Policy, the information from this content has been the part of answers the questions and objective the way to innovate EEC more effective, which many key informants have given the similar answer that refer the mega projects in all infrastructure and exclusive opportunities for all investors. According to the views: How Thailand development Model supports EEC? Some key informants occurred that because of special Economic zone in EEC, the main support from the government, then the government need to support not only comprehensive infrastructure, but have to promote zone for specific industries in the area. With EEC exceptional characteristics. The government should to provide distinguished investment opportunities for all investors. In the meantime, there are many projects for promoted zone for specific industries as; EEC_H: High-Speed Rail Ribbon Sprawl, EEC_D: Digital Park, EEC_{MD}: Medical Hub, EEC_I: Innovation Platform, EEC_A: Eastern Airport City, etc.

As a result, Thailand development Economic Model should be attend firstly, in the master plan as the key informants presented that the EEC development scheme will strengthen the existing foundation and contribute to sustainable business growth, with the best mutual benefits, and additional privileges will eligible for investors and overseas professionals who plan to work in the EEC are these;

- Personal Income tax: Foreign staffs in the promoted zones are subjected to 17% personal income tax, offer also applies to their parents, spouse, and children. And foreign executives working at their headquarters or international trading companies in the EEC are subjected to 15% personal income tax.
- Import Duties: Exemption of import duties on machinery, and on raw materials for production and R&D.
- Financial Transaction: Business operators are exempted from the Law on Foreign Currency Exchange Control and can use foreign currencies in the promoted zones.
- Land and Real Estate Ownership: Foreign entities can own land and properties for their business operation, allowed to own properties for residential purpose with enter into lease/sublease/lease-out contract of land or real estate within the promoted zones for 50 years and renew upon approval for 49 years.

- Immigrating to and Residing in Thailand: Foreign experts/executives/specialists, including their spouses and dependent persons, can enter and reside in Thailand for a specific period which extends beyond what is stipulated in the Immigration Law.

- Special Deductions: Tax deductions at a triple amount of the R&D expenses will be granted for R&D on technology and innovations.

- Other Privileges: Business operators in the promoted zones are entitled to the same privileges as business operators in the Duty-Free zone/Bonded Warehouse/Free zone. Furthermore, professional are entitled to obtain license, registration, or certificates to practice their professions for business operations in the promoted zones.

Moreover, in accordance with the EEC act, the EEC's One-Stop Service (EEC-OSS) holds the equivalent power and authority as the related government agencies to approve, permit, grant the rights and concessions under 8 related laws; Land Allocation Law, Land Excavation and Compaction law, Building Contract Law, Machine Registration Law, Public Health Law, Immigration Law, Commercial Registration Law, and Factory Law. In conclusion, some part of key informants presented that Thailand is the perfect channel to the potential region because the country located in the center of Asia where more than half of the global population reside. Which known as the key geographical gateway to one of the most prosperous regions in the world. Not only has the number of residents been raising, but the growth in Asia also continues to outpace that of others, making the continent an emerging economic powerhouse of the era.

Conclusion and Recommendations

Eastern Economic Corridor (EEC) in Thailand was flagship policy to create special economic zones spanning 30,000 rai (48 million square meters) in the three Eastern provinces of Chachoengsao, Chonburi, and Rayong. It is intended to develop the EEC into a series of new economic zones featuring upgraded technology based on an estimated THB 600 billion infrastructure investment plan. The five-year economic plan and national development roadmap will continue under the 20-year national development strategy. EEC development plan under scheme of Thailand 4.0 aiming to revitalize and enhancing of the well-known Eastern Seaboard Development Program that had supported Thailand as a powerhouse for industrial production in Thailand for over 30 years. Under this initiative, the Eastern Economic Corridor Office of Thailand (EECO) in the past has been assigned to drive the country's investment in up-lifting innovation and advanced technology for the future generation. The EEC Development Plan will lead a significant development and transformation of Thailand's investment in physical and social infrastructure in the area.

In consequence, the results of this research was analyzed and verified from key informants in the names of the Eastern Special Development Zone Policy Committee (ESDZ) as representative of practice/operation function, as provides in 20 Key Contributors. And questionnaire design as the research tool has been designed in 3 parts, thus part 1 in general data which describe the demographic and distribution profile of respondents, part 2 by qualitative method in concepts of organization development, McKinsey's concept in administrative approach, Kotler's concept in managing approach, and contents of EEC in Eastern Economic Development zone, and in contexts of EEC and Thailand Economic policy as on the whole.

Be concern with EEC in contexts

According to the views: What is the impact factors in EEC development?

The majorities of Key Informants opinions have supported in 3 main concepts which currently at the state that: Comprehensive Infrastructure as the enhancement of investment value of the projects, Numerous skillful workforce, and Smart City as the land for intelligence.

As a result: Developing EEC should be?

There are 12 targeted industries that promoting advanced technology and innovation should be the impacts of EEC e.g. Next-generation Automotive, Intelligent Electronic, High-value and Medical Tourism, Education and Human resources, and so on.

Be concern with Thailand Economic Policy According to the views: How Thailand development Model supports EEC? Some key informants occurred that because of special Economic zone in EEC, the main support from the government, then the government need to support not only comprehensive infrastructure, but have to promote zone for specific industries in the area. With EEC exceptional characteristics, the government should to provide distinguished investment opportunities for all investors. There are many projects for promoted zone for specific industries e.g. EECh: High-Speed Rail Ribbon Sprawl, EECd: Digital Park, EECmd: Medical Hub, EECi: Innovation Platform, and EECa: Eastern Airport City.

As a result: How Thailand development Economic Model should be?

In the master plan as the key informants presented, there are 5 promoted zones for specific industries and 21 promoted zone for targeted industries to serve the prospect investors around the world. Investors in 12 targeted industries will also be eligible additional privileges. As a result, the EEC development scheme will strengthen the existing foundation and contribute to sustainable business growth, with the best mutual benefits. The 12 targeted industries and additional privileges will eligible for investors and overseas professionals who plan to work in the EEC i.g. Personal Income tax, Import Duties, Financial Transaction, Land and Real Estate Ownership, Immigrating to and Residing in Thailand, Special Deductions, and Other Privileges.

Moreover, in accordance with the EEC act, the EEC's One-Stop Service (EEC-OSS) holds the equivalent power and authority as the related government agencies to approve, permit, grant the rights and concessions under 8 related laws; Land Allocation Law, Land Excavation and Compaction law, Building Contract Law, Machine Registration Law, Public Health Law, Immigration Law, Commercial Registration Law, and Factory Law. Considerably, Thailand is the perfect channel to the potential region because the country located in the center of Asia where more than half of the global population reside. Which known as the key geographical gateway to one of the most prosperous regions in the world.

Research Contributions

Accordingly, this research is the deep study in the field of administrative management in Organization Development by research approach in depth- study insight the Economic project in Eastern Special Development Zone Act B.E.2561 (2018) or ESDZ Act 2018 which purposing Thailand to be the modernization country in the next decade. With a regulatory and governance structure, EEC overall development plan has

been well established to find out for research objectives in current situations and more effective ways to innovate EEC which impact on Thailand Development.

Finally, the researcher has applied the concept more complicated into the new idea as Research Contributions in the new conceptual framework by compounded with Macro Management contexts on the frame of organization development that supported the idea this contribution.

Recommendations and Future Research

Throughout the past 40 years, Thailand has had an economic structure of 1.0, emphasizing the agricultural sector. And later developed into 2.0 is the light industry focus. And today is the 3.0 is a heavy industry focus. The traditional policy has made Thailand suffer from a middle-income trap for a long time. To get Thailand out of the trap until the middle income, Thailand needs to change its economic structure to "Value-Based Economy" or "Thailand-based economy" or "Thailand 4.0".

And in order to push Thailand into Thailand 4.0 The Eastern Economic Corridor (EEC) was set up as a strategic plan to attract foreign investors to invest in 10 target industries. This is expected to help push the country forward. From the changing context, the government and entrepreneurs have to adjust. Under the vision of Thailand 4.0, business driving in this age will be at the heart of technology adoption. To create and strengthen the internal link to external or "Strength from within and Connect to the World", entrepreneurs have to adapt in many ways. First of all, entrepreneurs need to be exposed to market trends (Demand Information), which is to observe and perceive the needs of the market in this age. Consumers have a wide range of needs and change rapidly. News all the time by adding channels to market information from sources such as business networks, business associations, specialized institutions. And the media is related to our business.

Next, Value Creation: Entrepreneurs of this age will compete in the quest for novelty or innovation. SMEs and community enterprises need to adjust their strategies on a continuous basis. Meet the needs of the market. Based on the information obtained from consumers by various channels. As mentioned earlier.

One of the advantages of Thai entrepreneurs is Cultural diversity. It can be inserted in the product and service is interesting. For example bring local stories to the design and presentation of products to create a focus. Include patches to differentiate. This will help to create identity and increase value.

In future research might consider taking the difference approach in order to gain more concrete and reliable findings. Accordingly, the sample size should be large to attain the required statistical method, and sampling should be of a probabilistic nature. Doing so would make comparison of different groups within the overall sample possible and meaningful.

Acknowledgement

Authors of the paper would like to acknowledge the support of Rajamangala University of Technology Phra Nakhon and Shinawat University

References

- Beckhard, R (1969). *Organization development: Strategies and Models*, Reading, MA: Addison-Wesley.
- Board of Investment. (2018). *Thailand 4.0 means Opportunity Thailand*, February 2018.
- Brunner, Hans-Peter. (2014). *What is Economic Corridor Development and What Can It Achieve in Asia's Sub-regions?* *Asia Development Bank*. 23 October 2014. Retrieved 17 October 2014.
- Banomyong, Ruth. (2014). Benchmarking Economic Corridors logistics performance: a GMS border crossing observation. *World Customs Journal*. 10 June 2014. Retrieved 17 October 2014.