

An Empirical Study of Eastern Economic Corridor (EEC) on Thailand 4.0

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Received: May 24, 2020 Revised: June 2, 2020 Accepted: June 25, 2020

Abstract

This research was in the field of administration and management in Organizational Development. It was the mega project of Thailand in Eastern Economic Corridor and purposing Thailand 4.0 to the modernization country. The methodology was a mix of qualitative and quantitative methods, qualitative approach explored through subsequent interviewing, and quantitative approach is selected to obtain data from key contributors. By the result, the research was aimed to accomplish objectives of finding the situations of Eastern Economic Corridor (EEC) which effect to Thailand 4.0 and more creative ways.

Keywords: Eastern Economic Corridor (EEC); Special Economic Zone; Thailand 4.0

Introduction

Thailand has been promoting successive economic development schemes for over 50 years, 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).

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, major concerns which prompted the government to transform Thailand’s economic structure to “**Thailand 4.0.**”

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Research Questions

1. How Eastern Economic Corridor (EEC) effect to Thailand 4.0?
2. What are ways to innovates EEC more effective for Thailand 4.0?

Research Objectives

1. Finding out the situations of Eastern Economic Corridor (EEC) which effect to Thailand 4.0
2. Finding out more effective ways to create Eastern Economic Corridor (EEC) for Thailand 4.0

Research Methodology

The methodology used in this study is a mix of qualitative and quantitative methods. This method has been employed with success on previous studies. Whom are targeted population and samples were the officers from EEC's officers, to be representatives of study.

Expected Finding

Frequencies of Sample Distribution

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 Eastern Special Development Zone (ESDZ) questionnaires were finally employed, which stated that majority of the Key Informants were female and male are equal gender at 50.0 percentage each, which the majority of the age group was less 30 years old at 60.0 percentage, working position was low level at 75.0 percentage, education background was bachelor degree at 35.0 percentage.

Frequency Distribution of Key Informants demographic data

Category	Item	Frequency	Valid Percent
gender	female/male	10/10	50.0/50
age	≤ 30 yrs.	12	60.0
Position	Low level	15	75.0
Education	Bachelor	7	35.0
Year Work.	6-10 years	7	35.0

Analysis and Discussion

Meanwhile, there were 2 of main approaches have to considered as the mixed method in this research. One was the quantitative method and another one was qualitative method. The collecting data, has designed the questionnaire and depth-interview in same paper which support the approaches all of them.

Organization Development concept

In brief the most supported in EEC enhance related organizing development (D3) at Class Interval very high, and the least supported in EEC make operation flexibly (D7) at Class Interval very high. At average of this section was at Class Interval very high in sum as shown on table below;

Analyzed of Key Informants in Organization Development concept

Code	Item	Valid	Mean	S.D.
D1	EEC is a factor for growing to the region	20	4.45	0.67
D2	EEC causes develop country economic	20	4.50	0.59
D3	EEC enhance related organizing development	20	4.60	0.49
D4	EEC make relationship in the organization	20	4.50	0.59
D5	EEC coordinate participants	20	4.50	0.59

D6	EEC make participant satisfy in working	20	4.50	0.59
D7	EEC make operation flexibly	20	4.45	0.50
D	Average	20	4.49	0.56

Mckinsey's concept

Key Informants from ESDZ in brief the most supported in EEC has administrative persons (S5) at Class Interval very high, as the same as EEC has administrative skill performance persons (S6) at Class Interval very high, and the least supported in EEC has administrative structures (S2) at Class Interval very high. At average of this section was at Class Interval very high in sum as shown on table below;

Analyzed of Key Informants in 7 S's Mckinsey concept

Code	Item	Valid	Mean	S.D.
S1	EEC has administrative strategies	20	4.45	0.67
S2	EEC has administrative structures	20	4.50	0.59
S3	EEC has administrative systems	20	4.50	0.59
S4	EEC has administrative patterns	20	4.55	0.50
S5	EEC has administrative persons	20	4.65	0.48
S6	EEC has administrative skill performance persons	20	4.65	0.48
S7	EEC has give importance administrative participation	20	4.55	0.59
S	Average	20	4.53	0.56

Kotler's concept

Key Informants from ESDZ in brief the most supported in EEC has service proposal (P1) at Class Interval very high, as same as EEC has managing personal (P5) at Class Interval very high, and EEC has service productivities also (P8) at Class Interval very high, and the least supported in EEC has managing service channel management (P2) at Class Interval very high, as same as EEC has service promotion (P3) at Class Interval very high. At average of this section was at Class Interval very high in sum as shown on table below;

Analyzed of Key Informants in 7 P's Kotler and Productivity concept

Code	Item	Valid	Mean	S.D.
P1	EEC has service proposal	20	4.60	0.58
P2	EEC has managing service channel management	20	4.50	0.59
P3	EEC has own managing cost	20	4.50	0.59
P4	EEC has service processes	20	4.55	0.67
P5	EEC has managing personal	20	4.60	0.58
P6	EEC has managing physical environment for serving	20	4.55	0.50
P7	EEC has service promotion	20	4.55	0.50
P	Average	20	4.55	0.57

Eastern Economic Development Zone concept

Key Informants from ESDZ in brief the most supported in EEC is spread prosperity project to region (E1) at Class Interval very high, and the least supported in EEC reduces income inequality (E4) at Class Interval very high, as same as EEC uses land worthwhile (E7) at Class Interval very high. At average of this section was at Class Interval very high in sum as shown on table below.

Analyzed of Key Informants in Eastern Economic Development Zone concept

Code	Item	Valid	Mean	S.D.
E1	EEC is spread prosperity project to region	20	4.70	0.46
E2	EEC is connection between regions	20	4.65	0.57
E3	EEC make economic system strength	20	4.55	0.67
E4	EEC reduces income inequality	20	4.50	0.59
E5	EEC adds up competitive ability	20	4.60	0.49
E6	EEC gives comprehensive government service	20	4.55	0.59
E7	EEC uses land worthwhile	20	4.50	0.59
E	Average	20	4.58	0.56

Additionally, which supported the qualitative approach by the pattern of in-depth interview which the specializes questions in contexts of content as opened questions in 2 sections including concern with EEC and concern with Thailand Economic Policy. It could be summarize in brief as a result to answer the objectives this study, including the current situations of EEC and the way to innovate EEC more effective.

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.
- Numerous skillful workforce.
- Smart City as the land for intelligence.

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, and Education and Human resource

Be concern with Thailand 4.0

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 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.

In consequence, to determine the current situations of EEC which impact on Thailand Development was met the objective clearly, which supported 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.

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, Laem Chabang 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 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..

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.

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.

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