

IDENTIFICATION OF SOLUTIONS DETERMINING THE EFFECTIVENESS OF INSTRUMENTS USED BY THE LABOR MARKET INSTITUTIONS FOR ACTIVATION OF NEET PERSONS

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ABSTRACT

The professional situation of young people both in Poland and throughout the European Union is a matter of interest to public authorities, labor market institutions and educational system actors, employers, social organizations and the scientific community. In the context of analyzes and discussions, attention is being given not only to the level of youth unemployment, but also to the presence of a particularly difficult group of NEETs - not employed, not in education and not in training). New challenges bring a need for changes in concepts and forms of activity that are carried out on these people by a wide range of stakeholders, including in particular labor market institutions.

The main aim of this study is to diagnose the situation of young people (up to 30 years old) on the labor market with particular regard to persons belonging to the NEET group, and to develop recommendations for their support and activeness.

Keywords: unemployment, NEET, labor market institutions

INTRODUCTION

The situation of youth employment both in Poland and in the entire European Union is ever more becoming an issue of interest to public authorities, labor market institutions and education market, employers, social organizations and scientific community. Within the framework of the analyses and discussions currently conducted, increasingly greater attention is being paid not only to youth unemployment rates but, in particular, to those among the unemployed who are economically and educationally inactive (so called NEETs - not in employment, not in education and not in training), as a group that is particularly difficult to exert influence on. The new challenges bring about the need to change the concept and forms in terms of actions implemented by a wide group of stakeholders, in particular the labor market institutions, in relation to these people.

The primary objective of this paper is to diagnose the situation of young people (up to 30 years old) on the labor market, taking into account particularly NEETs, and, further, to devise recommendations for support and activation of persons from this group. Achieving these objectives will be possible thanks to providing answers to the following detailed research questions:

- What is the situation of young people in the context of occupational opportunities?
- What are the main reasons for young people for not working?
- What are the crucial problems with regard to the functioning of the labor market institutions?

- What solutions will allow for limiting the extent of the problems currently existing with regard to support and activation of NEETs?

In order to meet the objective set, conclusions have been formulated based on a critical analysis of the literature concerned with this issue, as well as the research material in the form of interviews and working meetings with employers and representatives of the labor market institutions.

I. Aim and Background - Diagnosis of the unemployment phenomenon among youth and the NEET concept in a theoretical approach

The starting point for conducting discussions that are in line with the set objective is to systematize the knowledge arising from the domestic and foreign literature output. In this respect, the key issue is to identify the theoretical underpinnings around the diagnosis and measures supporting NEETs, as well as the solutions outlined in the theory which are applied by the EU countries.

The young people referred to as NEETs are a particular group of the contemporary youth, whose primary trait is their remaining outside the employment sphere and education sphere. The NEET phenomenon should be recognized as one of the most important social issues requiring intervention not only in Poland but also in the majority of the EU countries.

With respect to the NEET phenomenon, the literature has so far failed to provide comprehensive explanation of the concept, its essential characteristics and the available instruments of support. The term NEET emerged first at the end of the 1990' in the United Kingdom to classify a certain share of youth after having introduced changes to unemployment benefits. Since then, the interest in the problem has also been growing among social politicians of other EU Member States [Kutsar, Kasearu, Trumm, 2013; Serafin-Juszczak 2014]. In Poland, this community is also referred to as “neither-nor generation” [Szcześniak, G. Rondón, 2011].

A person classified as a NEET is young and he or she – for a variety of reasons – is not learning, training for a job or working. The fundamental feature of this category is then a lack of engagement in the two primary spheres of social life, i.e. education sphere and work sphere. Many of those people are either dependent on their parents or involved in an activity that is socially unacceptable.

It should be underlined that NEET encompasses not only youth who meet the criteria of an unemployed person. Neets are also early-school leavers, those who are not looking for a job or who, for diverse reasons, are unable to work temporarily or on a permanent basis.

At the theoretical level, what has not been resolved is the issue regarding the age range within which a young person could be classified as a NEET. In the EU, this category is most likely to be comprised of persons between 15 and 24 years of age, although we also come across more detailed age classifications, e.g. 16-18, 18-20, etc. Furthermore, there are Eurostat statistics referring to the young population who are 15-29 years old [Serafin-Juszczak 2014]. In the United Kingdom the attention focuses on the youngest from the age groups indicated. Outside the European continent, e.g. in Japan, the NEET category includes a substantially broader community of youth population – persons ranging from 15 to 34 years of age, while at the same time specifying that these are not only people who are unemployed, do not look for work and do not learn, but also those who do not participate in domestic responsibilities [Furlong , 2007].

What is particularly crucial for the analysis of this problem is the fact that the NEET group is characterized by a heterogeneous structure. In the light of the research findings presented in the literature one could distinguish at least five subgroups within this area [NEETs – Young people not in employment, education or training: Characteristics, costs and policy responses in Europe, 2012]:

- the unemployed who are made up of those registered as unemployed both short and long-term;
- unable, for a variety of reasons, to participate in the work or education sphere, most frequently the disabled, persons struggling with illnesses, guardians with family responsibilities (e.g. mother raising children);
- unengaged – discouraged former employees or the unemployed, but also young people leading a life that is socially unacceptable;
- awaiting – young people actively seeking not any work or training, but such that would correspond to their ambitions, abilities and professional aspirations;
- voluntary – a group comprised of people involved in diverse non-occupational activities (art, travelling, etc.).

The diverse nature of the aforementioned subgroups implies that NEETs are not only persons running a particular risk of being socially marginalized (unemployed, unable, unengaged) but also those who are not very likely to experience this state owing to their social and cultural capital (voluntary and awaiting). Ultimately, while analyzing the NEET issue, what appears paramount is to apply a diagnostic approach which allows for distinguishing and identifying the number of persons requiring direct support and various forms of activation which the labor market institutions provide. The natural consequence of this identification is the need to specify and choose accurately the forms of influence.

The issues surrounding NEETs require that the labor market institutions apply a special approach. According to the Act on Employment Promotion and Labor Market Institutions, labor market institutions include [Act of 20 April 2004 on Employment Promotion and Labor Market Institutions, 2004]:

- public employment services (established by employment authorities together with county and province employment offices, office serving the minister in charge of labor, and provincial offices);
- Voluntary Work Corpses (units specialized in activities supporting youth, in particular those at risk of social exclusion, and the unemployed up to 25 years of age);
- employment agencies (provide services within the scope of job placement, placement of jobs abroad with foreign employers, vocational counseling, personal counseling and temporary work)
- training institutions (public and non-public entities involved in extracurricular education);
- social dialogue institutions (labor unions, employers' organizations, unemployed persons' organizations and non-governmental organizations);
- local partnership institutions (groups of institutions implementing undertakings and projects for the labor market).

In analyzing the plan aimed at implementing „Youth Guarantee in Poland”, developed by the Ministry of Labor and Social Policy, and the Ministry of Infrastructure and Development, the observation to be made is

that the key institutional players in the field of youth employment and NEET have been the aforementioned county and provincial employment offices (WUP, PUP), Voluntary Work Corpses (OHP) and Bank Gospodarstwa Krajowego (BGK), as a financial institution responsible for servicing the public finance sector (among other things, through its involvement in the implementation of a loan program designed for young people about to start their economic activity) [Youth Guarantee Plan, 2014]. It seems, however, given the specific situation of youth and NEETs on the labor market, that it may be necessary to engage the social dialogue institutions, including, in particular, the NGOs, so as to improve the effectiveness of the measures in place [Cf. Bąkiewicz, M. Grewiński, 2010]. This is due to the fact that a considerable proportion of NEETs do not even reach the PUP or WUP offices, so they automatically slip through the actions taken by the offices. Moreover, what speaks in favor of the NGOs is that they are viewed more positively by the public compared to the employment offices, which was already signaled by the representatives of the public employment services in the interviews and working meetings conducted for the project. Nor should one forget about EURES, the European Employment Services. They are “a cooperation network of public employment services and their partners on the labor market, supporting mobility in the area of employment at the international level” [www.eures.praca.gov.pl, 2016]. The workers employed there, called euroadvisors, are to help the citizens of a particular country to search for a job in other EU Member States and the enterprises looking for workers from other countries. The EURES advisors have an ongoing access to data bases comprising information on: job offers from other countries, living and working conditions in those countries and the trends on their regional labor markets [Kotlorz, 2007]. It seems that EURES may play a particularly important role if there was to be a crisis and rise in unemployment in Poland triggered by internal factors. Their actions would improve the situation of youth on the labor market by finding employment outside Poland [Cf. Natalli, 2010].

II. Results and discussions - Identification of problems with regard to activation of NEETs – the findings of the studies conducted

The diagnosis with respect to the situation of the labor market institutions was made mainly drawing on the interviews and working meetings with the representatives of these institutions. In total, there were over 100 people from about 30 institutions (among others, NGOs, employment agencies, training institutions, employers' organization) and several dozen entrepreneurs participating in the study. This allowed for gaining insight from the direct source into the problems encountered daily by the employees of those entities and to propose relevant solutions.

As the result of the investigations, following key problems were highlighted:

- difficulties with starting cooperation with persons classified as NEET;
- insufficient cooperation between the individual labor market institutions;
- insufficient cooperation between the labor market institutions and MOPS (Municipal Centers for Social Assistance) and schools providing upper secondary education;
- poor clarity of individual plans of actions formulated for the unemployed;
- too long waiting period to receive advice by counselors;
- problems to identify persons who are really interested in working;

- substantial amount of working time of employees of those institutions is absorbed by persons who register in the employment offices only to receive access to national health insurance.

The first of the problems reported involves the already mentioned specificity of people classified as NEET. Often, these are persons who are not looking for a job, and as such do not go to the labor market institutions at all. What is more, these institutions, at the very moment, do not have tools which would enable them to estimate the extent of this problem. It seems that a closer cooperation between the labor market institutions and MOPS centers, as well as upper secondary schools might provide a solution. If schools could implement a comprehensive project designed to follow up on their graduates, this would make possible finding out quickly about people who, after completing one stage of their education, did not take up any job or further education. The information thus received would allow the institutions not only to estimate more accurately and credibly the number of NEETs, but it would also facilitate establishing contact and cooperation with those persons. The cooperation with MOPS, on the other hand, would provide the equally important information on people using social welfare, of which a share could certainly use help provided by the labor market institutions. The UK is a good example of a country where the labor market institutions were consolidated with social assistance institutions. This allowed for the simplification of procedures, better flow of information and a better control over the amount of social benefits payments [Rolnik-Sadowska, 2014]. In the light of such a complex and diverse problem, which bringing back NEETs to employment certainly is, it appears necessary to establish a closer cooperation between all the institutions which are in contact with those people. The interviews conducted further suggest that what would be needed is to set up a data base encompassing information on NEETs and which would be available to all the institutions. Moreover, the role of the NGOs may also be of significance for the initial activation of persons who have been out of work for a long time.

Another problem cited regards poor clarity of individual action plans. The labor market institutions reported that these plans were hard to comprehend because of the use of the distinctive administrative language, which may become a barrier to further cooperation. Their view is that it is not only necessary to simplify the language but also to hand the action plans over to an unemployed person as a mandatory measure. This will allow further tasks to be performed based on clear rules and roadmap. The key problems reported by the representatives of all the employment institutions in the course of the interviews are associated with the unemployed having to register in order to receive health insurance. The legal provisions in force have led to a situation in which persons, whether working in the “black” market, staying abroad or who are not interested in working at all, have to register as unemployed. Yet, their interest lies not in benefiting from the services provided by the labor market institutions, but merely in getting access to the free of charge medical services. This engenders multiple and clearly negative effects for the labor market players. In their opinion, this results in their employees wasting their time, which otherwise could be devoted to those who indeed need help. It, for example, extends the waiting time needed to see advisors. In addition, it reduces the efficiency of the funds used by these institutions. Allocating funds to people who are actually not looking for a job means that the effectiveness of such measures is very likely to be minimal. The representatives reported the occurrence of „ticking boxes” on the attendance list (e.g. during training) by persons who would quickly afterwards return to their work (in the grey economy or abroad). On top of that,

the reduced efficiency of the employment institutions, being the outcome of this situation, and the longer time needed to receive help by people who really look for assistance lowers the level of public trust in these institutions. This might make the NEET group expand or increase the percentage of persons who do not go to the employment institutions, as they do not believe that it would be possible to receive there the needed help within a reasonably short time. Also, attention should be given to the fact that extending the time over which a person stays unemployed or in general among those who are professionally inactive has extremely negative implications. Not only does this situation drive such people to deeper poverty but we also face here a progressive devaluation of human capital, that is, the loss of qualifications and skills as experienced among those affected by the long-term separation from work. Therefore, it seems that in order to make these institutions operate better, the provisions governing the rules of granting health insurance have to change. This would allow the vast majority of the problems cited by the representatives of the institutions in question to be solved. The extent of this problem can be confirmed by comparing the registered unemployment rate with that according to LFS, as shown in Table 1.

Table 1 – Comparing the registered unemployment rate with the rate according to LFS over the period of 2007-2016.

Year	Registered unemployment rate	Unemployment rate according to LFS	Difference
2007	11,2%	9,8%	1,4%
2008	9,5%	7,2%	2,3%
2009	12,1%	8,3%	3,8%
2010	12,4%	9,8%	2,6%
2011	12,5%	9,8%	2,7%
2012	13,4%	10,1%	3,3%
2013	13,4%	10,3%	3,1%
2014	11,5%	9,0%	2,5%
2015	10,3%	7,5%	2,8%
2016	8,8%	6,1%	2,7%
2017	7,5%	5,2%	2,3%
Average	11,57%	8,87%	2,70%

Source: self-reported data based on the Central Statistical Office data. The data for 2017 refer to the first two quarters of this year.

The comparison was carried out for the last 10 years. It shows that in each of the year in question the registered unemployment rate was higher than the rate according to LSF (the smallest difference was at 1,4%, the biggest at 3,8%, the average at 2,7%). One should recognize as the main reason for this situation the greater number of persons registered as unemployed, yet, in fact, not searching for a job (e.g. people working in the grey economy, abroad or showing no interest in finding a job), and thus not accounted for in the LSF unemployment. On average, the difference was more than 24% of the level of registered unemployment, which confirms the scale of the problem reported by the labor market institutions.

III. Conclusions - Solutions determining the efficiency of measures of the labor market institutions addressing NEETs

The most important recommendation refers to abolishing the need to register as an unemployed person to receive access to health insurance. This will allow for solving multiple problems cited by the labor market institutions. First, it will enable their workers to focus on the cooperation with those who are really interested in taking up a job. On the one hand, this will reduce waiting time to see consultants and will also allow for a more efficient use of funds owned by the institutions. Further to that, their increased efficiency will also result in the public having a greater confidence in them, which might yield a higher percentage of NEETs contacting them independently. Failing to accept this recommendation will have the effect that the solutions already in place, as well as the new ones suggested in this paper will be addressed to the wrong group of people, which would mean wasting work and funds.

Furthermore, it is necessary to establish a closer cooperation between the individual labor market institutions, and between them and schools providing upper secondary education and MOPS centers. The comprehensiveness of the actions thus undertaken will simultaneously lead to their greater efficiency while making the identification and cooperation with NEETs easier. The cooperation between the mentioned institutions should be promoted as good practices in force, while the formalized effect of those steps would be the creation of a generally accessible data base encompassing information on persons classified as NEETs, at risk of long-term unemployment and social exclusion.

The next recommendation is concerned with devising a pattern of individual action plans. They should be clear in their form, since that will make it easier for the unemployed to understand their content. In addition, it should be mandatory to hand them over to a person with whom the cooperation is about to begin.

The heterogeneous nature of the NEET structure cited in the theoretical part of the paper and the fact that the problems these people face often concern their entire families necessitates individualizations of the approach, and not infrequently extending support to include the whole household. The solution here could be mentoring and coaching for NEETs and their families. It would require that such expenditures be classified as eligible expenditures (also for projects co-funded by the EU funds). Greater efficiency of the assistance provided could also be achieved by creating an occupational mentoring system in cooperation with employers. This would provide for matching the support better to the actual needs of the labor market

Individualization of counseling must be combined with it being orientated towards effectiveness. Personalized counseling should allow for devising individual career paths that would enable the unemployed to acquire necessary experience and qualifications adequate to local job offers (along the lines of “Flexible New Deal” program implemented in the UK). For this undertaking to be successful, one needs to take into account the eligibility of expenditures for additional remuneration for employees of the public institutions who will be involved in this project implementation. Lacking remuneration for additional responsibilities will not only reduce the motivation of workers employed in these institutions but it will also result in their failing to feel responsible for the project. This will ultimately lead to a drop in its effectiveness. The additional remuneration should be conditional on the length of time of keeping employment by persons who have received support. The assistance will then be oriented not as much on finding any job but the one that matches these persons’ qualifications and preferences. A similar solution should be applied in relation to private entities engaged in job placement.

The low labor mobility of NEETs suggests that more finances from the labor market institutions funds should be allocated to grants for geographical labor mobility. They should cover financial compensation for changing one's residence as well as for having to commute if starting work, internship or apprenticeship outside the place of residence.

Considering the NEETs heterogeneous structure and exceptionally difficult situation on the labor market, a comprehensive and long-term approach is needed. An adequate measure in this respect would be to launch a labor market entry card. It would be granted for a period of at least one year to those who are just entering the labor market. The card would allow for an easier and faster access to the various forms of support offered by the employment institutions, which would encourage NEETs to turn to them for help, thus considerably facilitating their cooperation. Moreover, employers employing people with this card would pay lower social security contributions, which would improve the effectiveness of finding jobs for people from this category. A similar solution has been successfully applied, for example, in Hungary.

Summary

The primary objective of this paper was to identify the situation of NEETs from the perspective of possible actions that could be undertaken and conditions for their implementation by a wide range of the labor market institutions. Continued unemployment of a young person not only fails to generate economic profit but it also, or perhaps first and foremost, leads to intellectual and social degradation. This is the reason why the individual national and international institutions have been trying to understand the phenomenon surrounding the youth dropping out of education systems and to prevent it by designing effective ways of exerting influence so as to include young people in the labor market. The issues related to the NEET environment discussed in the paper are mainly concerned with economic aspects. Extending the conclusions presented herein should become the subject of in-depth interdisciplinary studies, taking into account parallel sociological and psychological aspects, for the phenomenon of young people dropping out of the labor market brings about not only social and economic consequences, but also the cultural and psychological ones.

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ASSESSING THE ATTITUDES AND PERCEPTIONS OF UNIVERSITY STAFF AND STUDENTS ON BLENDED LEARNING AT THE MALDIVES NATIONAL UNIVERSITY

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ABSTRACT

A successful blended approach of instruction is crucial to a country like Maldives. With the commencement of 3000 teachers training project this need was expanded. Since the project is aimed to upgrade in-service teachers who are working at the schools in their home islands, Ministry of Education preferred to conduct the programs under this project in blended mode of learning. Hence, the purposeful planning of blended classes to best meet students' needs is important. This can be done through identifying and comparing both university staff and students' perceived course effectiveness factors and challenges. The specific problem is that university staff and students' perceived factors for possible increased course effectiveness and their perceived challenges for decreased course effectiveness have not been previously identified, compared and contrasted. Filling the gap with this specific perception knowledge allows educators to more purposefully and strategically plan curriculum, thus increase student success. The purpose of this quantitative methodology research study was to examine perceived attitudes of blended learning university staff and students. Secondly, best practices were identified for developing blended courses that promote quality higher education instruction and learner success as perceived by both the students and the university staff at The Maldives National University. Two web surveys were administered, one for university staff and one for students to gather data through quantitative and open-ended questions. For this purposeful sample study, the participants were 14 university staff members who taught blended classes and 48 students over the age of 18 who attended blended classes at the Centre for Open Learning of The Maldives National University during the year 2017.

The quantitative data obtained from each of the surveys was analyzed through descriptive and inferential statistics. Sixteen t test independent two-sample assuming unequal variances found the results were divided depending on the course effectiveness factor being addressed. The null hypothesis was rejected for six of the twelve benefit factors (flexibility, time management, instructor access, interactive learning materials, optimized class time, and success measured by withdrawal rates) and one of the four challenge factors (reduced access to instructor). Themes that emerged from the open-ended responses included the focus on flexibility, technology, self-efficacy, and communication. Many of the factors identified, if addressed, could increase the course effectiveness, satisfaction, retention and completion, and ultimately, successful student learning in the blended class modality.

Keywords: Blended Learning, Higher Education, Quantitative Study

SYSTEM AGILITY: EVIDENCE FROM AIRLINES

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ABSTRACT

The airlines in particular has fostered a dependency on IT for their operational and strategic management, understanding how IT contributes to a firm's competitive advantage has long been of interest. From the firm's perspective, airlines find advantageous implementations of urbanization, agility for the airlines is based on the distributed development capability to necessary human and technological resources. Our study examined how IT personnel capabilities for the airlines enhance IT linkage with the business model and then increased system agility to respond to rapidly changing environments.

The survey items were verified and refined for translation accuracy by three Information Management professors. The Chinese version of the draft was then pre-tested with fifteen IT experts for face and content validity, resulting in modifications of the wording of some survey items. Airline companies with high system agility can respond better to unforeseen changes. The requisite capabilities of IT personnel has become of strategic importance as the value of IT has increased in airline companies. In addition to technical skills traditionally expected of IT personnel, organizational, functional, and managerial skills are increasingly cited as mandatory for these technical employees. System agility will affect how quickly and efficiently firms can implement IT-enabled offerings, be they hardware or software products for airline companies; accordingly, have a high degree of corporate strategic thinking of IT personnel will have a better understanding of the corporate vision, and at the same time, they can understand the corporate vision, and they will put the corporate vision into the system design of airline companies.

Keywords, Systems agility, airline companies, IT personnel.

CAUSAL FACTORS DEVELOPMENT OF RAW MATERIAL SUPPLIERS THAT INFLUENCE SUPPLY CHAIN AND AFFECT THE PERFORMANCE OF RAW MATERIAL SUPPLIERS TEXTILE AND GARMENT INDUSTRY IN THAILAND

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ABSTRACT

The textile and garment industry plays an important role in the economic development of Thailand. It is the industry that generates revenue as the country's top. And it is the first industry. Thailand's changing economic structure from agriculture to the industry in 2015, the apparel industry has a trade value of US \$ 6,847 million. Hundreds of jobs in the country, accounting for 8.6 percent of the manufacturing sector (JAI-MAR 2016 BY THTI: Thailand Textile Institute)

This research aimed to study concerns about the supply chain and its operations between suppliers and buyers from the viewpoint of buyers in the Textile and Garment Industry in Thailand. Questionnaires were used to collect data and opinions from a total of 400 company at the purchasing departments of Textile and Garment manufacturers. The study used exploratory and confirmatory factor analysis for data analysis. Further, to test the hypotheses and to fit the theoretical model, structural equation modeling techniques were used. Affected the increasing level of overall supply chain operations between suppliers and buyers. Moreover the increasing levels of cooperation and communication between suppliers and buyers resulted in and increase in the effectiveness of supply chain operations between suppliers and buyers.

This study, thus, has the objectives of 1) Analyze elements the development of supply chain suppliers in the supply chain. The effect of raw material suppliers on performance. In the textile and garment industry in Thailand 2) Analyze relationships Factors related to the development of raw material suppliers. Impacts on the performance of suppliers of raw materials in the textile and garment industry in Thailand. 3) Find a model Causal factor Development of raw material suppliers. The effect of the raw material suppliers on their performance. In the textile and garment industry in Thailand 4) Present government policies.

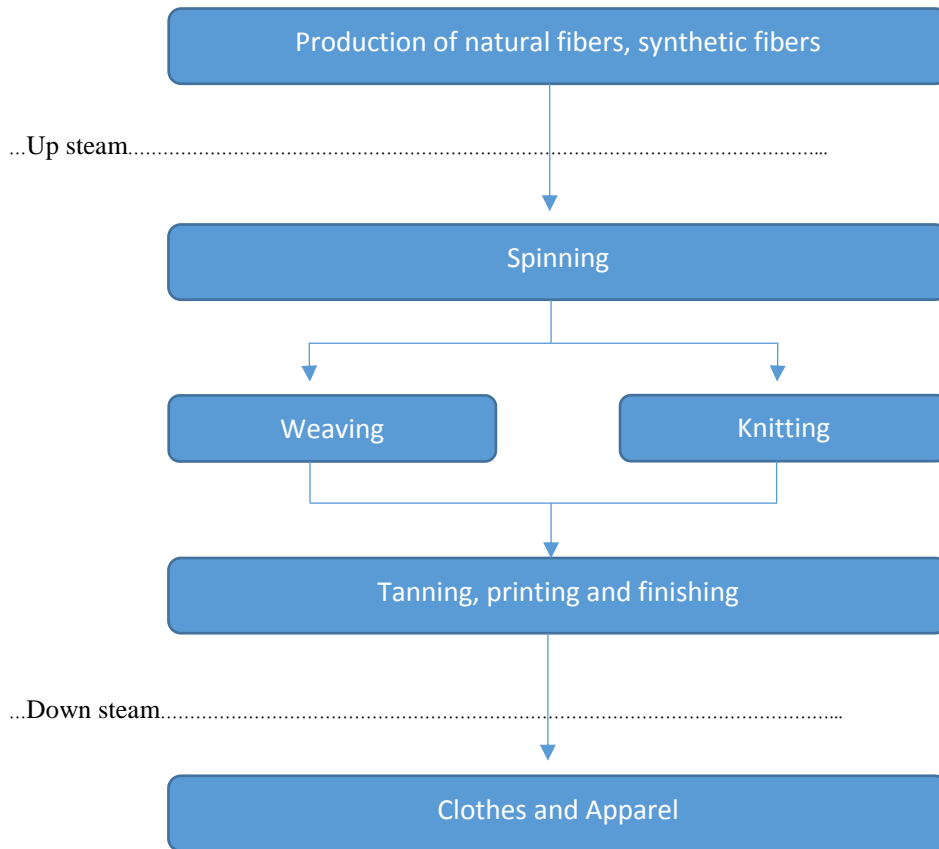
Key word: supplier development, supplier relationship, Garment Industry

INTRODUCTION

Trends in textiles and apparel 2560: Forecasts for the production and distribution of textiles. In the country will grow at a percentage 2.0-3.0 according to the demand in the ASEAN market. Imported from Thailand Since most of the textiles and clothing. Color still exists because many sectors continue to mourn continuously for the export of textiles in Thailand in 2560 is not expected to be good. Especially the export of garments is likely to contract continuously. It is expected to not exceed -2.0% from 2016, which contracted to -8.0%. The main reason is the relocation of production base to neighboring countries. Especially export to the US market. The major operators to increase. Exports from the production bases in Vietnam and Cambodia to gain GSP privileges. However, exports to Japan. China, including Hong Kong, is expected to grow due to wage increases in China's coastal clothing, such as Shanghai, Nanjing is starting to have higher wages than Thai producers. It is expected that the mass product will be imported from Thailand. Vietnam increased. For the textile and apparel industry overview in the past year. The textile and garment manufacturing sector shrank. Multiple products Especially the costumes are still shrinking. Some manufacturers have moved production bases to neighboring countries as well. The main trading partner of the country has declined from the domestic

economic crisis. Compared with Vietnam, The fabric and thread down. Because of China and Taiwan. Invest in a medium industry in Vietnam.

Structure of Thai Textile Industry



Up steam Fiber is made from natural fibers and fibers. Artificial / synthetic fibers By producing the most natural fibers. The input raw materials. from abroad While polyester production is a high investment industry Most of them are joint ventures with foreign companies.

Intermediate The industry is based on raw materials from the textile industry. By the process of producing new products with activities such as Weaving, knitting, dyeing, printing and finishing. Groups that rely on technology and skilled workers.

Down steam It is a garment manufacturing industry. Successes include sewing, machining, and design. Thus, when labor costs are higher, Allowing operators to move production bases to countries with wages. It is cheaper than China, Indonesia, India and Vietnam[1].

Intense global competition and challenges have prompted many manufacturing companies to be more involved in how their suppliers and customers do business. They need to have more emphasis on manufacturing processes that have impact on enhancing supply chain management performance and bottom-line outcome. The processes may include the procurement of raw materials, products' designs and assemblies, transportation and logistics of finished products, as well as customers' needs and satisfaction. The process of manufacturing and distributing products and services to customers is becoming the most effective and efficient way for businesses to stay successful and is crucial to the practice of supply chain management. Supply chain management (SCM) is the integration of key business from end user through suppliers that provides products, service, and information that add value for customers and other stakeholders specifically investigates relationships between two important dimensions of SCM namely 'information sharing between SCM partners' and 'strategic supplier partnership' with 'supplier performance'. Despite variable evidence regarding performance improvements

related to 'information sharing between SCM partners and 'strategic supplier partnership', relatively little empirical research exists to measure the extent of supplier performance improvements resulted from these two SCM programs especially in the Thailand context [2]. This study seeks to address this apparent gap in literature by examining the performance implications of implementing 'information sharing between SCM partners' and 'strategic supplier partnership' on 'supplier performance' in Thailand manufacturing industry using parametric statistical analyses namely Pearson's correlation and structural equation modeling (SEM). The main objectives of this paper are: a) To analyze elements The development of supply chain suppliers in the supply chain. The effect of raw material suppliers on performance. In the textile and garment industry in Thailand b) To analyze relationships Factors related to the development of raw material suppliers. Impacts on the performance of suppliers of raw materials in the textile and garment industry in Thailand c) To find a model Causal factor Development of raw material suppliers. The effect of the raw material suppliers on their performance. In the textile and garment industry in Thailand d) Present a policy to the government.

Supplier development in the specialized literature Improving the relationship between buyers and suppliers. Lead to competitive advantage. Profitability [3]. For the first author for the development of raw material suppliers, It is a very effective procurement tool Leenders research has become increasingly attractive for the development of raw material suppliers. It has evolved to the present. "The company's efforts. improve the potential (Krause, 1997). In particular, Krause's study found that short-term focus is often focused on the short-term and long-term needs of the company. Implementation of the raw material supplier development project. There are limits to the process of the relationship. The process of purchasing. [3]. studied the relationship and relationship development with suppliers. In many industries in India, such as the automotive industry. Steel industry If the supplier of the raw materials develops together with the company, it will be beneficial. The overall efficiency of the operation. In addition, considerations from many suppliers to reduce Risks in the production process. The development of communication within the supply chain. This has a direct effect on the company's performance [4]. which is also studied in India. Over the years, there have been studies. Theories and concepts of raw material development by Jin Su. The textile and apparel industry in 2013 found that strategic procurement affected the relationship with major buyers. Supplier evaluations have a strong influence on the relationship between buyers and suppliers. The factors are. Long-term supply plan aligns with company's plan. Develop long-term supplier relationships. And management emphasizes the development of raw material suppliers. It is the company's supply strategy. The focus is on developing a common relationship between buyers and suppliers of raw materials. Prakash J. Singh Damien Power found that there were influential factors such as long-term relationships with suppliers. Considering the benefits of raw material suppliers [5]. Get information to improve the quality and quick response of raw material suppliers. Together, the company gains more benefits. In Thailand, there is a study in the context of cluster development, increasing the capacity of the textile industry in Thailand, and studying the influence of competitive advantage factors of business organizations. The impact on the increase of revenue from sales of goods or services of business organizations. After joining the cluster group (Benchapol, 2008) [6].

Basically, SCM involves collaboration, co-ordination and integration across internal departments, external organizations and throughout the supply chain. A supply chain is a network of processes and facilities that performs the functions of procurement of materials, transformation of these materials into products, and the distribution of these finished products to customers. Further, Christopher (1988) defined SCM as "the management of upstream and downstream relationships with suppliers and customers to deliver superior customer value at less cost to the supply chain as a whole". The theory of supply chain management is governed by the belief that value must be added to a process faster than cost, for the product or services to be advantageous to the organizations involved in its creation. To improve performance, organizations have to adopt SCM approach and consider the supply chain as a whole. SCM has the potential to assist the organization in achieving both cost and profit maximization Supplier development can be considered as an indicator of a cooperative buyer-supplier Buyer-supplier relationships have started to be researched but have not been linked to supplier development specifically. The effect of an improved relationship needs to be studied for achieving CAs

The current study attempts to identify what are the success factors for supplier-buyer relationship from the supplier's perspective and supplier development and how the supplier-buyer relationship can be improved under the condition of supplier development and the supplier-buyer relationship from the supplier's perspective. Hence, the aim is to develop a more thorough understanding of the outcomes of a supplier-buyer relationship improvement from both buyer's and supplier's perspective, under the conditions of supplier development to achieve competitive advantages, leading to profitability. Furthermore, the study analyses the effect of the improved supplier-buyer relationship for achieving competitive advantages leading to profitability.

Supplier relationship management Managing relationships with suppliers is a concept that focuses on The main supplier Burns (1998). "SRM as a customer and supplier develop a close and long-term relationship. The development of close relationships and long-term collaboration. As a long-term collaborative partner, technology means exchanging information. As well as development or design. Joint products. Speaker of the Advisory Center of Excellence National Institute for Productivity. A well-executed SRM approach can provide competitive advantage, fuel growth and brand development, reduce cost, improve efficiency and effectiveness and reduce supply side risk or at least help understand it so it can be mitigated. However, SRM is not something that can simply be 'bolted on', it is an organization-wide philosophy that needs to be embraced by all if it is to deliver these benefits and so we start by understanding what SRM is and how it works in practice.

The way organizations look after, interact and manage their suppliers is not a single subject, but forms part of the literature on purchasing, logistics, operations management and also marketing. It is perhaps no surprise that there is some confusion regarding the various different approaches and terminology that seem to exist. To make sense of this we need to look at how these approaches have evolved. Rewind the clock to the 1960s and the intervention with suppliers was decentralized to the extent of focusing on warehouse management, transportation and operations management). In the 70s and 80s 'centralization' drove new ways for supplier management and as the 'quality' movement arrived organizations embraced Deming, Kiazan, Total Quality Management, Total Cost Management and Continuous Improvement. The way organizations viewed suppliers began to change and objectives to optimize cost, quality and customer service came to the fore. The Japanese showed the world how partnerships with suppliers could add great value to an organization. Companies slashed the number of suppliers, awarding contracts to survivors and empowered the winners to manage lower tier suppliers. The rest of the world tried to copy the model but something got lost in cultural translation. Amongst these were American companies who made some superficial changes to supply chains but the fundamental nature of the relationship with suppliers changed little and relationships remained largely adversarial. Today some automobile giants continue to have adversarial relationship with their suppliers whilst others including Toyota and Honda can boast effective partnering models

The concept of 'supply chain management' gained momentum in the 1990s where, for the first time, the supply base was seen as an important enabler to help organizations achieve their aspirations and targets. Companies started to develop strategies for their entire supply chains with visions, objectives and goals being set; a new type of relationship with certain important suppliers was emerging. The development of logistics capabilities in the relationship of the various groups will result in rapid. And mobility within the supply chain. The combination of different acting individuals. Exchange of information Satisfaction and good relationship [7].

The Philosophy of supplier relationship management (SRM) emerged around the millennium as a single, overarching strategic approach to bring some order to the different types of supplier intervention that enabled the firm to reach its goals. The concepts of 'supplier management', 'supplier performance measurement' and 'supply chain management' naturally fell under the SRM umbrella as approaches relevant for certain groups of suppliers. Furthermore, organizations began to recognize that by focusing on developing better relationships with the critical few most important suppliers they could create huge value from the supply base. Again this became part of the SRM approach for many organizations. In 2010 the world's first formal standard for supplier collaborative relationships was launched, initially as a British Standard (BS11000) and then an international

standard (ISO11000) defining, for the first time, a framework for establishing and improving collaborative relationships between organizations enabling firms to achieve internationally recognized accreditation for putting such arrangements in place.

There are many different types of relationship we can choose or wind up in with a supplier. The challenge is ensuring we have the right one and we are as in control of the process as we can be. There is also much terminology out there with a variety of different labels that seem to mean different things according to who is using them; one person's strategic supplier is another's preferred supplier and so on. The point is, amongst these labels is a recognition that there are different types of supplier relationship. It doesn't matter what label is used, it matters that within this we adopt the right relationship with the right supplier and for the right reasons and we all understand what we mean. Table as below lists those commonly found and these are mapped according to the importance to the business.

Table 1
Type of Relationship

Relationship type	Explanation	Typical nature of relationship
Arm's length supplier	A simple and commonly found Buyer/seller transactional Arrangement for named goods or Services.	Contractual fulfilment only, perhaps no or little interaction Beyond communicating the requirement and fulfilment.
Relationship type	Explanation	Typical nature of relationship
Subcontractor	A supplier, usually of services, Engaged to complete a specific Task or supply a package of work, Perhaps as part of a bigger Project or to deliver the entire Project. Examples might include Construction trades on a building Site, software contractors.	- Typically involves Communication of detailed Requirements and interaction Regarding technical or Specification matters. - May be working alongside Our people and other Subcontractors. - Can gain know-how of our Needs that can afford them An advantage.
Preferred supplier	Supplier who has a formally or Informally recognized status as One who is mandated or selected In preference of other suppliers.	- Potentially defined within A framework or master Agreement where the terms Of engagement, and perhaps Even commercial terms have Been agreed in advance. - Preferred status might be Defined within a list or Instruction to those with Buying authority. - Assumes and requires A degree of centralized Control over the companies Procurement.
Outsourced provider	A supplier who has taken on Responsibility to fulfil a core Activity and requirement or Function of a company, perhaps One previously fulfilled in-house. Examples include outsourced call	- Close, day-to-day interaction at An operational level. - Relationship and contract built Around performance and Operational management.

	Centre, cleaning, data management IT support.	
Critical supplier	A supplier who fulfils a Requirement that we cannot do without, and where we cannot easily switch suppliers or source elsewhere.	Should be one where we work to develop a good relationship with the supplier, however many companies fail to identify critical suppliers and place themselves at risk.
Strategic supplier	A supplier who is of strategic importance and has something that can help enable our business to realize our goals and aspirations, eg innovation, complementary offerings, capacity, know-how, coverage.	Needs to be very close and collaborative in order to realize the potential but this often falls short.
Partner	Perhaps called an Alliance Partner, Technology Partner of Creative Partner, Parties have agreed to work together, perhaps with some sort of exclusive arrangement. The arrangement could be informal contract and even incentives might exist.	- Needs to be very close and collaborative in order to realize the potential but this often falls short. - Close day-to-day interaction in the area concerned
Relationship type	Explanation	Typical nature of relationship
Group company	A supplier who we own or is owned within the group.	Relationship should be as if one of us however if the company is separated by distance, culture or organizational structure of has recently been incorporated into the group the relationship can be no different to that of a preferred supplier.

Supplier performance In purchasing we seem to be very keen to measure things. Sindhuja PN, (2014) studied the concept of performance of suppliers. Data Security Within organizations and between organizations that are positively correlated with supply chains [8]. This affects the performance of the supply chain. Factors that affect performance include: Agility (agility) Reliability (Cost) and Cost (Various responses) Ahimbisibwe, that factors affecting performance Operation of raw material suppliers. The research found that outsourcing contracts. Trust from buyers and suppliers opportunistic behavior is an important indicator of supplier performance. The factors that affect the performance . It is similar to Sindhuja's study in 2014. It found that it was possible to add value to the industry by focusing on the support of all stages. From start to finish, the competitiveness of a supply chain depends on the performance of the supplier for quality, price, and on-time deliveries. Although new product development will be important. The ability of suppliers. But most research will focus on the ability of raw material suppliers. Cusumano and Takeishi (1991) have studied and found that the involvement of raw material suppliers in the development of new products will contribute to the reduction of workload. Departmental and core competence Of suppliers Improve the quality of the supplier. It will be a starting point to improve the quality of production. Getting involved from the beginning will make Understand more about the capabilities of suppliers by leveraging their knowledge of design. To help reduce the cost of

production. There are several researches on the development of new products in the automobile industry. Be Focused on Practices for Developing Business Capabilities Research on production will differ. Business Capabilities and Capabilities Of suppliers And to identify variables that are indicators of the ability of the raw material supplier. It will focus on analyzing and improving the supplier's ability to supply more raw materials by identifying its ability to deliver products. Quality parts The three components are important for the supplier to consider using suppliers. Add value to the company. Cost of production Nowadays, many companies are looking for ways to reduce costs. Reduce time to introduce products into the market. Improve product quality, reduce cost. The suppliers of raw materials must work under the requirements. Strict rules It is a challenge[9]. To maintain competitiveness in the value chain system. The ability to deliver competitive in the supply chain value system. The ability to deliver in the automotive industry. More than 70 percent of the total value is attributable to the ability of raw material suppliers to deliver on time and as a metric. One of the suppliers' ability to work and also contributes to the process. Early engineering changes To increase the production capacity as planned. Quality of finished products of raw material suppliers. Capacity of quality suppliers will lead to success in reducing production costs[10].

METHODOLOGY

Research methodology is a crucial part in research which facilitates researchers in achieving the objectives. This study consists of three phases: item generation, pilot study and large-scale data analysis. The research design of this study was quantitative and qualitative Analyze the results on the main Quantitative approach to qualitative The unit of analysis chosen for this study was company level (specifically Thailand textile manufacturing and garment industry company) and each manufacturing company was represented by either production or SCM manager (respondent). The sampling frame was derived from the Thailand Textile Institute

Directory 400 sampling from 4798 factory responses were analyzed using the SPSS package

The primary purpose of the research was to To analyze elements The development of supply chain suppliers influences the performance of raw material suppliers by confirmatory factor analysis (CFA). Analyze the relationship of factors. Development of raw material supplier relationships. The effect of raw material suppliers on performance by path analysis. And Search for causal factors. The development of raw material suppliers that affect the performance of raw material suppliers by structural equation modeling (SEM)

Data collection using questionnaire. The process is 4 steps.

- (1) Researchers contact us for research cooperation. And contact for research cooperation from the Ministry of Industry.
- (2) Researchers have prepared a questionnaire that has been tested. The questionnaire was packed in the envelope. And attach a blank envelope. The addressed to the researcher. For the convenience of returning the questionnaire.
- (3) Researchers call for a return questionnaire by phone. The first two requests were sent after the second 6-week questionnaire, after the 8-week questionnaire.
- (4) The researcher collected the questionnaire that collected the data to verify the accuracy. And data integrity. Then complete the questionnaire for coding (Coding) for further analysis.

Research framework and hypotheses

This section summarizes the theoretical framework (Figure 1) and hypotheses. For the current study, the following three hypotheses are quoted:

H1. Development of raw material suppliers Positive influence. The efficiency of the suppliers of raw materials in the textile and garment industry in Thailand.

H2. Development of raw material suppliers Positive influence. The supplier's relationship with the buyer.

H3. Supplier relationship with the buyer Positive influence. The efficiency of the suppliers of raw materials in the textile and garment industry in Thailand.

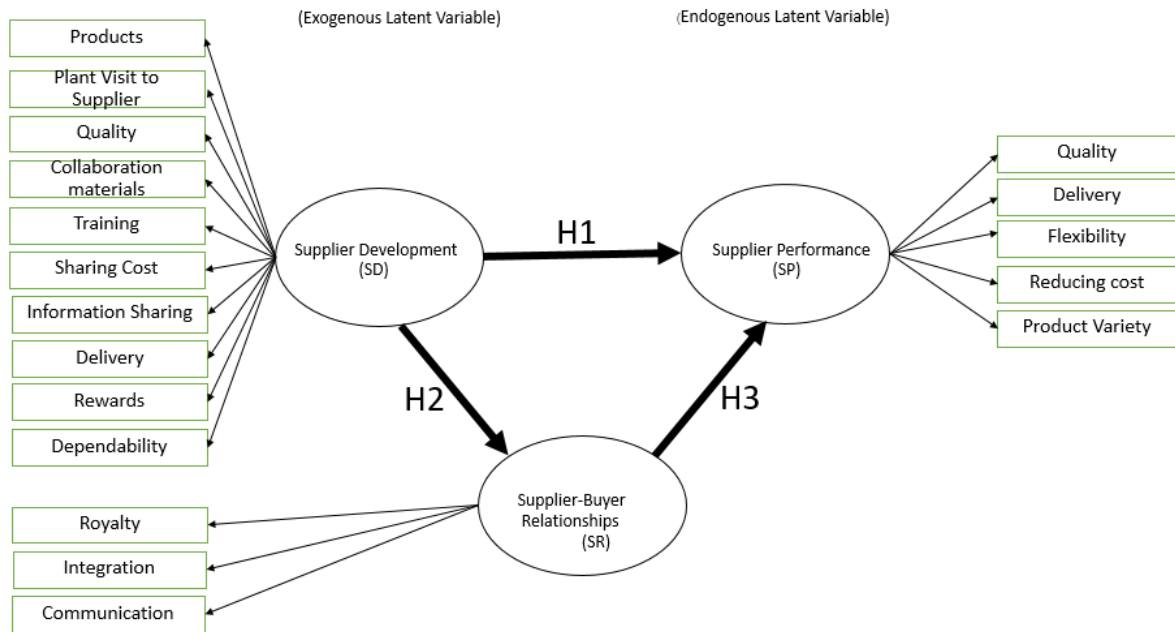


Figure 1 A framework for Supplier development Linking supplier- Buyer relationships and Supplier Performance

RESULTS

A SEM model was employed to investigate simultaneous linkages that allowed researcher to determine the relative strength of relationships between variables. Supplier development (SD), supplier - buyer relationship (SR) and Supplier performance (SP). were depicted in the model shown in Figure 1. To support the overall hypothesis regarding the fitness of the SEM model with the empirical data, the acceptance of the null hypothesis of the overall model was expected. Hence, in this test of goodness of fit for the structural equation modeling, the resulting probability should be higher than 0.05 to support the overall null hypothesis of the model.

CONCLUSION AND FUTURE WORK

The theoretical framework of supplier devolvement show that supplier development is an important activity that has gotten a lot of attention from large firms and academia. It can also be noted that this review of supplier development research is quite narrow as it excludes a lot of the purchasing research that at least implicitly deals with these aspects, and that the number of studies focusing on supplier development are limited.

The importance of the purchasing function is growing. It is also so that the purchasing function has a crucial role in supplier development. Therefore purchasing research can help us when it comes to the cross functional nature of this activity.

Supply chain management provides a vision that focuses everyone in an organization on product, production and quality improvements. The pursuit of these improvements is not only requested by the market but also driven by the need to survive. The contributing effects of 'information sharing between SCM partners' and 'strategic supplier partnership' are highlighted by utilizing SEM. The associations and effects of these two SCM practices are also evaluated . The results of the study assist in the understandings of how 'information sharing between SCM partners' and supplier buyer relationship dimensions influence supplier performance. The result indicates that manufacturing companies should emphasize greater attention to 'sharing of production

information and plan with suppliers' in supplier development programs as well as involve in 'quality and continuous improvement programs with suppliers performance'.

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PERFORMANCE OF INVENTORY MANAGEMENT POLICIES UNDER RANDOM SUPPLY DISRUPTION

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ABSTRACT

We study the impact of supply disruption on an inventory control systems under (s,S) policy with different supply chain disruption scenarios. There are customers, retailers, and (disruptive) suppliers who might be vulnerable to natural disasters in these settings. In this study various disruption scenarios are simulated and we apply (s,S) policy which have been proven optimal under many situations. Some managerial insights are obtained from our experimental results about what factors affect supply chain performance

INTRODUCTION

We study the single-product inventory system under supply chain distributions. There are retailers who sell the products to customers and a single supplier who fulfills the order requested by retailers. Our study considers supply chain disruptions, which may result in severe consequences in the supply chain performance. Inventory systems under supply chain disruptions have been studied for decades (Hopp and Yin (2007), Kleindorfer and Saad (2005), Chao (1987), Parlarnad Berkin (1991), Parlarnad et al. (1995), Song and Zipkin (1996), and Lewis (2005)).

The seed of the idea for this work is in Li and Chen (2009). We follow their basic framework but do not consider customer segmentation considered in their study as marketing tool and our work will investigate various scenarios of supply chain disruptions, lead time, and customer demand to see how the supply chain performance changes depending on difference scenarios.

METHODOLOGY

Supply chain performance will be measured in terms of the annual total cost where the annual total cost includes the annual ordering cost, the annual backorder cost, and the annual lost-sale cost, and the annual holding cost. We assume customer demands follow a Poisson distribution and inter-arrival times (time between consecutive customers) follow exponential distribution. The customer's demand size is assumed to follow a discrete distribution; e.g., the values each demand size can be ranged from 1 to 10 with associated probabilities of 1/10. As explained in Li and Chen (2009), to model supply disruptions, suppliers will be assumed to have on and off periods where on periods indicate that the supplier is available to fulfill the order while off periods indicate that the supplier is not able to fulfill the order immediately due to disruptions. As the mean length of on periods gets longer, the frequency of supply disruptions becomes less, and as the mean length of off periods gets longer, it implies it takes longer for the supplier to recover from supply disruptions. The duration of on and off periods are assumed to follow

RESULTS

Table 1 and Figure 1 show the experimental results obtained from simulating 15 scenarios of supply chain disruptions. In Table 1, On/Off indicates the mean values of on period and off periods, respectively. In the table we report the mean values, the standard deviation, the median and the 0.75 quantiles of 50 replications of simulating each scenario. For the results, we use $s=61$ and $S=100$ based the heuristic used in Rossetti et al. (2008) and Silver et al. (1998) assuming that the retailer desires a 90% customer service level as explained Li and Chen (2009).

For the experiments, we assume that lead time follows a normal distribution with the mean value of 3 days and a standard deviation of 0.1. The reorder point s is computed in such a way that the value

depends on the mean lead time and the mean demand size and its standard deviation, and the safety factor (which will be computed with 90% customer service level). In the scenario used for the experiments the mean length of on period and off period will vary; specifically, we use 5, 10, 20, 50, and 60 for on period and use 0.5, 1, 2, and 3 for off period, which results in 20 different scenarios of supply disruptions.

Table 1

On/Off	Mean	Std deviation	Median	0.75 quantile
(5,0.5)	3797	57.60	3796	3838
(5,1)	3761	54.47	3759	3800
(5,2)	4028	252.46	3997	4114
(10,0.5)	3807	47.33	3810	3844
(10,1)	3800	66.01	3794	3838
(10,2)	3909	201.76	3873	3974
(20,0.5)	3840	49.64	3843	3869
(20,1)	3819	57.64	3822	3859
(20,2)	3873	139.27	3846	3934
(50,0.5)	3850	58.91	3855	3888
(50,1)	3839	51.07	3832	3872
(50,2)	3862	126.15	3831	3893
(60,0.5)	3840	49.16	3851	3870
(60,1.0)	3838	62.27	3846	3889
(60,2)	3844	92.95	3839	3876
(5,3)	3765	163.55	3736	3835
(10,3)	3872	127.82	3876	3920
(20,3)	3956	90.22	3958	4024
(50,3)	4006	114.85	4011	4057
(60,3)	4007	66.62	4013	4060

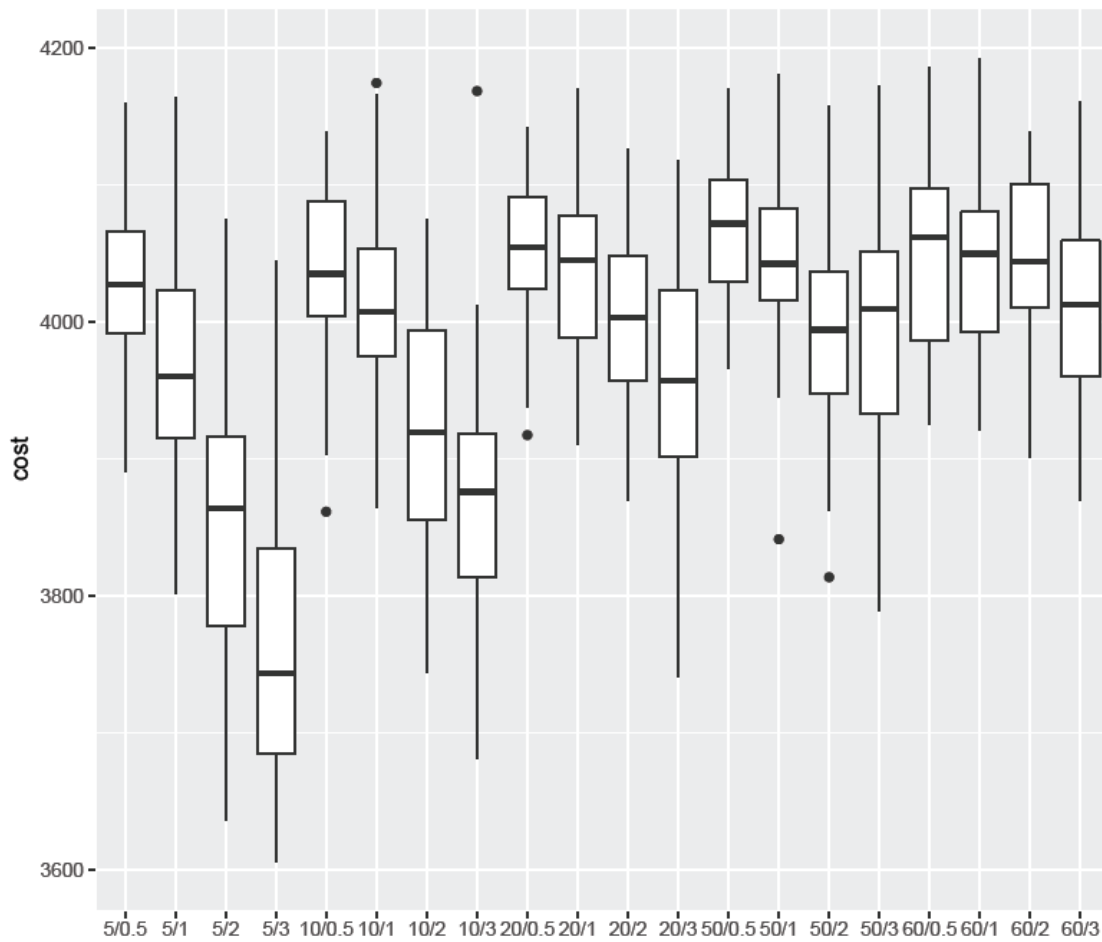


Figure 1

Figure 1 shows the box plot of the results for each scenario where the first number and second number in the x-axis represents the mean length of on period and off period respectively. The case of on=50 and off=0.5 gives the largest total cost and the case of on=5 and off=3 gives the smallest total cost, which means the worst supply chain performance is when on=50 and off=0.5 while the best supply chain performance is when on=5 and off=3. When on=5 and off=3, the duration of on period is smallest and the duration of off period is largest among all cases, which makes sense that the case gives the best supply chain performance. However, the worst supply chain performance of on=50 and off=0.5 may not be intuitive. In Figure 1, the supply chain performance among various scenarios can be compared among different settings. From the previous study they concluded that supply disruption duration plays more important role than supply disruption frequency especially for the effect of customer segmentation on the inventory system. We can see from Figure 1 that the supply chain performance is more sensitive to the duration of on period than the duration of off period; for example, supply chain performance changes much when varying the mean duration of off period but fixing the mean duration of on period.

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THE LOGISTICS COST MANAGEMENT OF OKRA (ABELMOSCHUS ESCULENTUS) CASE STUDY: LAMLUKBUA DONTUM DISTRICT NAKHON PATHOM PROVIENCE

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ABSTRACT

The objective of this research is reduction of logistic cost of Okra's agriculture in Lamlukbua Dontum District Nakhon Pathom Province. Analysis of quantitative data by percentage and mean. Okra is a major export vegetable in Thailand. The main market is Japan. Japanese eat a lot of okra. Because of its nutritional value and its medicinal value, Thai herbs have long been used to treat gum disease. It is our local vegetables, which are easy to grow. Growing year round and low price, we use a soft pod of okra as a food. It is also an economic vegetable that the government provides for the export of raw okra. However, okra is an agricultural product that is easily perishable and easily lost during transit. The efficient management of the cost of the okra logistic can reduce the damage. In addition, knowing the logistics costs. The impact of the transport model on quality loss and postharvest quality management of okra may be appropriate to reduce logistics costs.

Therefore, The Logistics Cost Management of Okra (Abelmoschus esculentus) Case Study: Lamlukbua Dontum District Nakhon Pathom Province. There have Okra's agriculture total 22 cases. They have logistic costs were 3.36 baht per kilogram. The first Inventory Costs were 2.40 baht per kilogram or 71.23 percent, The second by transport costs were 0.87 Baht per kilogram or 25.85 percent. The third material handling cost were 0.08, representing 2.35%. and the last procurement costs were 0.02 or 0.57 percent.

Keywords: Okra, Logistics, Cost

INTRODUCTION

Okra is a major export vegetable in Thailand. The main market is Japan. Japanese people eat a lot of okra. Because of its nutritional value and its medicinal value, Thai herbs have long been used to treat gum disease. It is our local vegetables, which are easy to grow. Growing year round and low price, we use a soft pod of okra as a food. The size of 4 to 9 cm long, which is the size of the harvest will be good quality, no fiber, pods and green okra. Should be consumed immediately can be cooked. From eating vegetables to dip, fried flour, various other cooking such as curry soup and dried roselle pods can be dried tea. The smell is good. It is a vegetable with a nutritional value. Especially vitamin C. And high calcium. Compared to other vegetables. In addition, it contains high amounts of gum and pectin, making the food made from okra pods a mucilage. This helps prevent stroke. It can treat blood pressure, brain disease, gastritis, and also have a cystic dysentery. The properties in traditional medicine. New and innovative medical trials both in Thailand and abroad. (Department of Agriculture, 2556) [1].

Table 1
Shows the Volume and value of the export of okra in 2011 – 2013 (Customs Department, 2015)

Information	2011		2012		2013	
	Volume (Ton)	Value (Million Baht)	Volume (Ton)	Value (Million Baht)	Volume (Ton)	Value (Million Baht)
Okra	2,125.23	325.73	2,131.90	321.61	2,161.53	331.31
- Japan	2,092.87	322.84	2,078.43	316.74	2,080.14	323.86
- Other	32.36	2.89	53.47	4.87	81.39	7.45

From table 1.1 show the considering the export of okra for higher value. Using the database of 2554 as a base (export volume of 2,120.23 tons and export value of about 325.73 million), it was found that volume and value of exports in 2001 - 2013 volume and value of exports are likely to increase. There are no negative factors affecting production and exports. The market will continue to grow in Japan. [2].

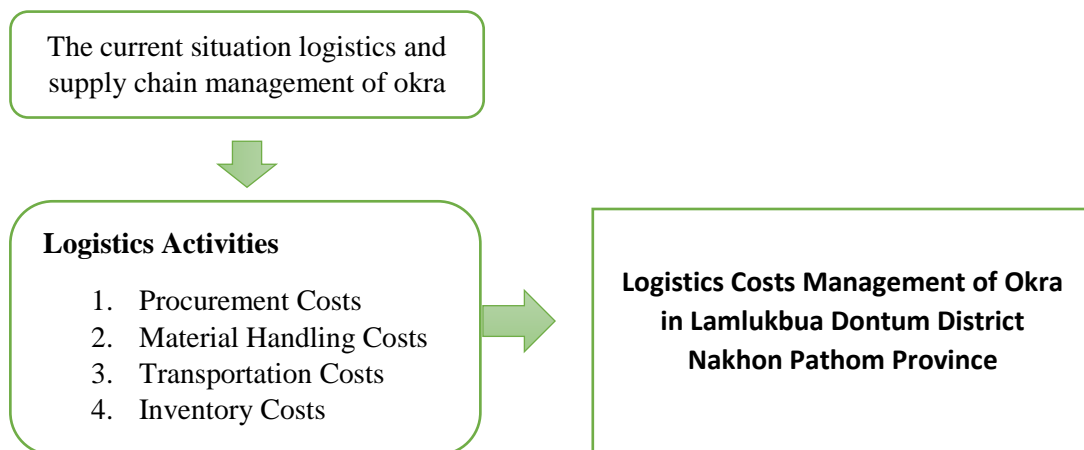
Farmers and entrepreneurs should find new ways to reduce production costs. From upstream to downstream Including the breeding of okra. The technology used to create diversity. In addition, it is a good source of raw materials for the export of okra and the export of okra. In the production of okra for business or for commercial purposes, basic information must be studied first. Including technology. Production innovation Packaging, transport and marketing, which most farmers and entrepreneurs do not pay attention to, are causing problems, such as high production costs. Loss of productivity during transit And the price is low. It is important for the concerned parties to realize that the export of Thai okra must face the competition by accelerating the development of production technology in order to increase the quality of okra, as the export of okra is facing new challenges. The people involved need to accelerate to maintain the original market and accelerate the expansion of new markets.[3].

This case is a plain area suitable for growing okra. Roselle is exported in the form of fresh pods. It can also be used as an OTOP product for local farmers. This is an economic vegetable that generates income for local farmers. Therefore, farmers planted okra in Lamukbua Dontum District Nakhon Pathom Province. It must increase productivity to meet the needs of the domestic and international markets. [4].

From the problem, the government and private sectors have encouraged and encouraged farmers to develop standards. And is the demand of foreign markets. The public relations of okra are well known and consumed by the general public as well as the export products are important to logistics costs management of okra such as Labor costs, quality cost and price cost from the upstream to the downstream. This research was promoted to farmers who planted okra in Lamukbua Dontum District Nakhon Pathom Province. This research participates in the development of logistics costs okra for logistics Connectivity in the future. [5].

CONCEPTUAL FRAMEWORK

The objective of this research is reduction of logistic cost of Okra's agriculture in Lamukbua Dontum District Nakhon Pathom Province.



METHODOLOGY

The objective of this research is reduction of logistic cost of Okra's agriculture in Lamukbua Dontum District Nakhon Pathom Province. Analysis of quantitative data by percentage and mean. There have Okra's agriculture total 22 cases. By interview about Logistics Cost Management of Okra's agriculture in Lamukbua Dontum District Nakhon Pathom Province.

Interview allowed:

- Procurement Costs;
- Material Handling Costs; Cost of Purchasing Chemical Fertilizer, Cost of Purchasing Chemical Fertilizer, Cost of purchasing organic fertilizers and Cost of Purchasing Accelerated Substances
- Material Handling Costs;
- Harvesting costs and Depreciation of equipment for harvesting
- Transportation Costs;
- Fuel cost for transportation, Depreciation of vehicles used in transportation, Maintenance of vehicles used in transportation and Damaged goods for transportation
- Inventory Costs;
- The opportunity cost of chemical fertilizer storage, The opportunity cost of organic fertilizers storage and The opportunity cost of Accelerated Substances storage

RESULTS

The Logistics Cost Management of Okra (*Abelmoschus esculentus*) Case Study: Lamlukbua Dontum District Nakhon Pathom Province. There have Okra's agriculture total 22 cases. They have logistic costs were 3.36 baht per kilogram. The first Inventory Costs were 2.40 baht per kilogram or 71.23 percent, The second by transport costs were 0.87 Baht per kilogram or 25.85 percent. The third material handling cost were 0.08, representing 2.35%. and the last procurement costs were 0.02 or 0.57 percent. From Table 2.

Table 2
Logistics Cost of Okra's farmer in Lamlukbua Dontum District Nakhon Pathom Province

Expenditures on logistics activities		Cost/ kilogram	Cost/ Percentage
1. Procurement Costs			
1.1	Cost of procurement of seeds	0.0052	0.155
1.2	Cost of Purchasing Chemical Fertilizer	0.0050	0.149
1.3	Cost of purchasing organic fertilizers	0.0050	0.149
1.4	Cost of Purchasing Accelerated Substances	0.0040	0.119
Total		0.0192	0.572
2. Material Handling Costs			
2.1	Harvesting costs	0.0710	2.114
2.2	Depreciation of equipment for harvesting	0.0080	0.238
Total		0.0790	2.352
3. Transportation Costs			
3.1	Fuel cost for transportation	0.0220	0.655
3.2	Depreciation of vehicles used in transportation	0.7070	21.053
3.3	Maintenance of vehicles used in transportation	0.1240	3.692
3.4	Damaged goods for transportation	0.0150	0.447
Total		0.8680	25.847
4. Inventory Costs			
4.1	The opportunity cost of chemical fertilizer storage	1.5640	46.573
4.2	The opportunity cost of organic fertilizers storage	0.8110	24.150
4.3	The opportunity cost of Accelerated Substances storage	0.0170	0.506
Total		2.3920	71.229
All Logistics Costs		3.3582	100

CONCLUSION AND FUTURE WORK

The Logistics Cost Management of Okra (*Abelmoschus esculentus*) Case Study: Lamlukbua Dontum District Nakhon Pathom Province. There have Okra's agriculture total 22 cases. They have logistic costs were 3.36 baht per kilogram. The first Inventory Costs were 2.40 baht per kilogram or 71.23 percent, The second by transport costs were 0.87 Baht per kilogram or 25.85 percent. The third material handling cost were 0.08, representing 2.35%. and the last procurement costs were 0.02 or 0.57 percent.

This research is consistent with the research conducted by Assoc. Prof. Warich Srila-aong (2012). The study of supply chain management and logistics of pineapple. The logistics cost was 3.36 baht per kilogram. The most Logistics costs was Inventory Costs were 1.74 baht per kilogram or 68.07 percent, followed by transportation costs were 0.73 baht per kilogram or 28.61 percent. and procurement costs were 0.79 baht per kilogram or 3.08 percent

Suttisak Harnnimitkulchai (2006). A study of logistics cost analysis of canned pineapple supply chain in Thailand. The logistic cost of the farmers in pineapple delivery was 0.723 baht per kilogram, or 18.66 percent of the pineapple production cost. In the case where the farmers send the pineapple with collector logistics cost was 0.245 baht per kilogram. The cost of pineapple production was 7.20 percent, while the logistic cost of the collector was 0.361 baht per kilogram.

Chaiyaphum Suksamran (2010). A study of logistics cost analysis and quality management of postharvest cabbage in Prachuap Khiri Khan province. In case 1, the collector can collect the crop. The cost of logistics is 3.82 baht per kilogram. In another case, the collector has to collect the product at the cost of logistics at 3.51 baht per kilogram.

RECOMMENDATION

Logistics Costs Management of Okra in Lamlukbua Dontum District Nakhon Pathom Province

1. Procurement: Farmers should include okra growers to plan external inputs, such as seeds, herbicides, fertilizers, chemical fertilizers, and other agricultural products. To make bargain purchase of agricultural products from the store. They should be purchased at once to ensure that each production cycle is adequate. This helps to reduce costs. Phudetch P. (2017).

2. Material movement: Farmers should plan to grow with the collectors such as harvest schedule and output for reduce cost of material movement.

3. Transportation: Farmers should be grouped and planned on the work schedule to maintain the yield throughout the harvest. The transportation costs can be estimated at each production cycle.

4. Inventory: The percentage of logistic costs was the highest. Therefore, farmers should plan their production in each round. Calculate the use of inputs to suit the growing area. And calculate the output.

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DOES ONLINE REVIEWS POSTED ON SOCIAL NETWORKING SITES AFFECT CONSUMER ATTITUDE TOWARDS A BRAND?

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ABSTRACT

Abstract: The attitude of reference groups towards a brand can possibly put a huge impact on the decision-making process of consumers. Consisting of a massive user base and virtual democracy, social media platforms have given greater power to the clan to share experience and express word of mouth. Social networking sites are becoming increasingly popular in Bangladesh, which not only allow people to stay connected, but also avail feedbacks and reviews to make a smart purchase. Although, only quantifiable rating points and simple words do not suffice when it comes to revamp the attitude of consumers towards a brand. The acceptance of a review on social networking sites are based on certain other factors which the consumers examine, for instance, place, person, and authenticity of the review.

FAKE NEWS: AN EMERGING CAUSE OF CONCERN

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ABSTRACT

Online news is one of the most important sources of information in today's world. Unfortunately, fake news is also a reality. Determining whether the news that we come across in the internet and through social media is real or fake, is a major challenge. This paper examines the level of threat posed by fake news through review of literature on the topic, identifies the emerging techniques in detection of fake news and outlines the direction of future research.

ROLE OF IMPLICIT SOCIAL EXCLUSION IN INFLUENCING EMPLOYEE VOICE BEHAVIOR

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ABSTRACT

Implicit social exclusion is although one of crucial reality of organization life that exists inevitably but it may possess certain potential in collaboration with other variables to act into anti-prosocial behaviors. Based on Conservation of resource theory (COR) this research study has tried to investigate the impact of workplace ostracism on employee promotional and prohibitional voice behavior. This model has explained that workplace ostracism could lead employees to minimize the promotional voice in order to conserve the resource and maximize the use of prohibitional voice in order to gain control on one's environment and to prove oneself. The desire of control is sometime so much strong that individuals' ability to discriminate good from bad may be weakened to the point that they start behaving against the organization objectives. This could result into depletion of resources.

Data was collected from education sector of Pakistan, comprising faculty and non-faculty members working at different hierarchical levels in public and private school, colleges and universities. Results have confirmed hypotheses and found a significantly positive relationship between workplace ostracism and prohibitional voice. This paper has used SPSS and AMOS tools for data analysis. Future recommendations are to employee other types of workplace mistreatments in the model and expand the sample population to other sectors also.

Keywords: Workplace Ostracism, Employee Promotional Voice, Employee Prohibitional Voice and Conservation of Resource Theory (COR).

ISRAELI HEBREW SPEAKER STUDENTS' GRAPPLES ON ENVIRONMENTAL EDUCATION WITH ARABIC SPEAKER PUPILS'

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ABSTRACT

In Israel, there is a separation between the Jewish education system and the Arab Israeli education system. The decision for this separation has both practical and ideological explanations. There are those who claim that the demographic realities dictate this separation. However it is revealing that the policy since the founding of the state was to strengthen and preserve the Jewish identity amongst the Jewish sector, and a coming to terms with the national identity of the Arab Israeli pupils. The ideological component is the more important of the two; this is evidenced by the fact that even in places where it would be possible to establish a combined education system, like in mixed cities like Ramla.

Holon Institute of Technology (HIT) has developed an integral system of environmental education and training. The course is named "Green Ambassadors", and the goal is to educate the next generation environmental education. The course is divided into 6 groups; each group contains 3 to 5 Israeli Hebrew speaker students, whose goal is to provide information on environmental to Arabic school with Arabic speaker pupils'. The teams of five -graders and six -graders from "Al Omariya" school in Ramla have been chosen to take part in the project.

Concentrate efforts on the improvement of education for sustainable development marked the beginning of a serious reform to cover all types of education and training from preschool to vocational and post -university.

Keywords - Environmental Education, Elementary school, Hebrew, Arabic.

BANGKOK QUEER THEATRE FESTIVAL A CASE STUDY OF SUN DANCE THEATRE

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ABSTRACT

Theatre reflects oftenly on stories and social issues especially, when the trends of gay and lesbian social movements are developed with the challenges of social contemporary issues. Then, the knowledge and drama in Queer Theatre occurs and expands throughout the world. In this case, its main objective is to present the sexual conditions in broader political contexts. Therefore, the gaining of queer culture and sexuality image from western into our Thai social context is one part of the result in the phenomena of drama work creation by focusing on the sexuality and diversity increasingly. The research highlights on the 1st Bangkok Queer Theatre Festival in 2014, Thailand. It was an opening project of Sun Dance Theatre to promote a new alternative theatre space in the center of Bangkok. This qualitative research aims to study the creative processes of festival and theatre troupes which are innovative performances and events. After exploring through their performances, the researcher found that many of their theatrical elements represented ideas and concepts of 'queer' which were more varied and diverse. This festival is a Thai contemporary theatre phenomenon. By using queer issues, the audiences were challenged by cross-dressing, drag queen, homosexual and marginal people characters including performances based on autobiographical plays of queer actors. These are also inspirations and materials for theatregoers to profoundly understand LGBT community. Bangkok queer theatre festival is not only to represent the performances of sexual minorities. After the post-performance talk of every productions with actors, directors and choreographers, I argue that this festival is one of creative platform to develop LGBT communities and partnership networks. Through the creative process of festival, its theatre and performances have significantly influenced the mobilization of queer communities in Thailand.

Keyword: Bangkok Queer Theatre Festival, LGBT performance, Sun Dance Theatre.

INTRODUCTION

This article is one part of the research in the subject of the creative process of the 1st Bangkok Queer Theatre Festival, which received the supportive research budget from the Research and Development Institute of Suan Sunandha Rajabhat University. Moreover, the Bangkok Queer Theatre Festival is the phenomenon to setup one significant art contemporary festival in Thailand. Thus, the researcher in behalf of the producer gathers the important information of the setting up in festival to be analyzed and to be researched in acquiring the guidelines of this subject. Then, this festival can represent of the potential and open the chance for the new generation to present their creative works relevantly with Queer Theatre. As a result, the researcher has seen the advantages in the knowledge about the Queer Theatre Festival to promote academic knowledge, development in teaching and in learning of art creation. It can also be the guidelines to create the new pattern of uniqueness to occur with our Thai art festival. Finally, this qualitative research has the main objective to search for and know the guidelines in developing the potential to set up the Queer Theatre Festival.

The 1st Bangkok Queer Theatre Festival was the festival to be set up between September to December in A.D. 2014 by bringing the drama festival in the form of Queer Theatre, which has never been made before in Thailand to sell for debuting the performers. In addition, the new form of the drama stage area is Sun Dance Theatre as the space of knowledge exchange and make the phenomena about the contemporary plays.

Similarly, it can be the exchange of knowledge center and it can acknowledge the subject of variety issue on sexuality in the society. This festival also includes the performing works focusing on the variety of sexuality and the differences of humanity in the social contemporary trend in the world. Similarly, this festival consists of the drama team and the five groups of the performers to participate in. Therefore, in this article it has the objectives in studying and presenting information as follows:

1. To gather the guidelines for the contemporary drama team of The 1st Bangkok Queer Theatre Festival and to process the thoughts from works and the development guidelines in the future

2. To study the specific characteristics in creative works of the contemporary drama team to produce the works in the form of Queer Theatre

METHODOLOGY

This assumption has come from studying and gathering information by setting up the 1st Bangkok Queer Theatre Festival. Moreover, it has brought about the creation of the performing area in the new form to show in public. Similarly, the contemporary drama team always exchange and brainstorm the ideas and practice the skills to create works until occurring the trends to create the drama works with outstanding characteristics of performing as well as creating works in Queer Theatre increasingly. Thus, it can be one pattern of uniqueness to make the distinction for the drama group by making it the acceptable for both Thai viewers and foreign viewers.

As for the scope to study for research, it emphasizes on the gathering of information in the procedures to create works, the development of patterns and Queer Theatre drama in the 1st Bangkok Queer Theatre Festival consisting of the team or the five groups of performers with the skills in presenting various issues and performing patterns as follows:

1. Life Theatre presenting the show of *"The 4 Sisters+1"* showing the stories of the group of friends and families of the gay dancers

2. 18 Monkeys Dance Theatre presenting the show of Dance Theatre with the two short stories, such as *"My Betrayal is Beautiful"* and *"Le Funambule"* styles designed by Jitti Chompee

3. Sangsan Santimaneerat: the artist, the playwright and the actor using some parts of his biography to make the stories, such as solo performance in *"Taro The Little Poodle"*

4. Panuwat Inthawat presenting the play in the title of *"Drunk"* with the four short chapters of stories about sexual taboos are told in an intoxicating way.

5. Wannasak Sirilar: the freelance performer who gives the importance to identity issues and the interest playing as a transgender by presenting the solo performance in *"It Shall Pass"*

Nowadays the contemporary drama works or the performing art festival has limited information to be recorded. Most of the drama teams in Thailand have chosen to work in volunteering way differentiating from working in system as the international drama ones. Then, this research has gathered the information by setting up and viewing the works of many drama group to present and collect the information for discussing. Besides, interview was conducted from the leaders of the drama groups and the major artists who have participated in this festival. Then, the researcher has recorded the talks of the experts after finishing the drama and analyzing information from the involving documents. Thus, it can emphasize on the important information, such as the procedures to create the drama and the festival creation. In this case, it is including with the giving of the suggestions in management, the public relations of the festival with the participation between the supportive drama groups, the institutes and the government and the private organizations. As the result, it can be the significant guideline to develop the performing art festival in Thailand. What's more, as for the part of the interview conducted by the researcher, it has emphasized on the deep interview and the group interview

with the supportive people, such as; the director, the performers and the participants in designing and working in each performance. Finally, the making of questionnaires and the minor group interviews with the viewers and getting comments and suggestions from the people involved can bring about the gathering of information to be analyzed and made the overall conclusion for the festival of The 1st Bangkok Queer Theatre Festival.



Figure1. The 1st Bangkok Queer Theatre Festival Poster
Photo courtesy Ekathep Michals (Dinsor)

RESULTS AND DISCUSSION

Queer Theory is one significant concept idea of politics to create the uniqueness that tries to question about sexual discrimination, sexual abuse and sexual right distinction. Besides, it involves the creation of myths and the biases to third sex until becoming to be the social discourse creation. Similarly, Queer means the queerness and it is the slang word of sexism or the bisexual. What's more, the umbrella term *queer* is an acceptance of otherness, whether defined as lesbian, gay, bisexual or transgender (Gerstner, 2006: xi). In this case, queer means people who recognize that they are part of LGBT Community. Furthermore, queer refers to the term that any person doesn't want to specify his or her sexual uniqueness, especially for knowing that he or she doesn't the one to be in the standard of Heterosexual norms. (Kathy and Marke, 2011: 10).

Thus, according to the above information it infers that Queer concept idea depends on the requirement to present everything without being in the main trend framework of society, such as the selection to present the people's behavior in the obvious sexual one with the word of male gender, female gender, both genders and Heterosexuality. In the same way, Queer Theatre is one guideline of drama as same as the science of queer to be one trend of the post modern concept idea. In addition, queer drama has the main direction to present the information through the eyesights of people's border without being the main trend or the main discourse of

the society to believe. Similarly, the rule of nature in the world can be classified into male gender as the main one and female gender as the second one. Then, queer is the cranky third gender, or it can say that queer referring to unnatural or the absence in society. However, the word "Queer" in English language isn't applied in LGBT cultures of Thailand because the word "gender" in Thai refers to the concept idea of sexuality, sexual conditions and ways of sexuality as the same way (Jackson, 2011:3). As the result, if we view for the language and the applying of the word "queer" in the cultures of LGBT Community in Thailand it is still unclear and unpopular.

For the procedures to set up of the 1st Bangkok Queer Theatre Festival, it comprises of the team and five drama groups with the varieties of pattern and issue to present the information by discussing as follows:

In this case, the first theatre of the festival has started the show with *"The 4 Sisters+1"* from the team of Life Theatre written by Shogo Tanikawa and directed by Bhanbhassa Dhubthien. Moreover, it is the theatre to present the stories of 4 dragqueens facing their life's crisis. Not only the drag club they're working with but also is about to be closed, they also have to deal with a tomboy who's crushing them in her fist. Then, these so-called 'sisters' have miserable yet over the top fun lives and dreams to pursue. What's more, the ladyboy friend's group has a good relationship as the sisterhood and payed respect with each other until becoming to be in the family style for the modern society. Besides, it can reflect of the thoughts and the dimensions to give the new definition for the word of family as the view of the third gender in different ways. Queer Family isn't depending on the pattern, but for the norm it should have the relationship of parents and children. Similarly, this theatre has started the first show to represent of Blue Box Studio in February, 2010 under the name as *"The 4 Sisters"*. In addition, it has applied the special method to write the play by gathering the good performance of performers, such as the performing arts teachers to be the performers and directors. What's more, Shogo Tanikawa or the playwright of the team has applied the method of the deep interview for each performer to find the uniqueness of the characters. On the same way, he has good opportunity to watch the dragqueen play for creating of the main storyline, and this story was being showed in A.D. 2014. In this case, it has opened for Sundance Theatre and started the show of The 1st Bangkok Queer Theatre Festival under the name of *"The 4 Sisters+1"* by modifying and adjusting of the new play in order to add another character. Then, it can call for the customer to group in two ways after watching for this play before in the past as well as the viewers to follow for the starting of the show in this festival. Besides, the interesting point of this subject is depending on the viewers regardless of people and performing arts student, especially for LGBT Community people with the more interest. Indeed, this drama isn't only the phenomenon to set up the festival for Queer Theatre in Thailand, but this play has also been applied in the teaching and learning as well as the practicing on the play in various universities. As the result, this drama involves with the alternative gender with founding in less way. Therefore, this high level of drama has become interesting for the learning procedures in the education system.

Moreover, the next play was Dance Theatre with consisting of two short performances; *"My Betrayal is Beautiful"* and *"Le Funambule"*. Similarly, the team of 18 Monkeys Dance Theatre has designed the style of Jitti Chompee from the contemporary dramatic works with the outstanding point to present Queer Images in interesting ways. Therefore, the designers of the dancing style have the motivation in creating works of movies, French and German literature as the main way. Jitti says, "I personally believe that all branches of the performing arts can be merged and presented in new ways in order to keep up with changing times and provide art lovers with new alternatives to what they are accustomed to" (Sun Dance Theatre, 2014). Thus, the works of Jitti are popular, and the testing of the space utilization for installation arts as well. Moreover, it is in trend to apply the performing arts equipment with the significance on gender, Semiotics of gender and transgender with the relationship between the dressing and the character. What's more, every play involves with the

criticism issues, such as the players to dress in transgender way or the two male dancers to dance in duet style in frequent times. In this case, it is combining with the dancing style no matter of contemporary dance and Thai Classical Dance. Thus, the combining procedure with the duet dancing between males brings into the designing of dancing on Homosexuality. In addition, Queer Images have many attributions to become the unique in performance while the significant issues on the Dance Theatre of Jitti is depending on the varieties aspects of the performers regardless of ages and genders. In this case, the expertness of skills of the performers involve actors, Thai Classical Dancers and Contemporary Dancers as well as the work of the gold Olympic athlete, such as Loannis Melissanidis. Then, it can combine with the varieties on the stage as one part to make the viewers see the differences and the diversity. What's more, when these two aspects are interpreted and viewed through the performing arts style. As viewers we should know and accept the uniqueness and the speciality of the creators and the performers more than denying them by letting it to be as the otherness in the society

On the same way, "*Taro The Little Poodle*" Solo performance is the third story of the festival which has been written as the play and led by Sangsan Santimaneerat or the freelance artist, the playwright and the person who uses his some part of bibliography to tell the story of an unidentified-gendered human (who likes to go Drag) has a tale of a poodle to tell. But before we get there, he would like to talk about his life's story first. Since childhood, He wasn't like any other boys. He was fabulous. Having lived a life under pressure from home and school, heart-broken with 3 different men, day-dreaming of her last years of life, he tells us a story about this poodle Taro. In addition, the writer has modified his own stories in his childhood with his growth under the bad pressure as well as the problems in family and school including with his life of love. On the other hand, fortunately he has become the performer that can connect to the varieties of his own sexuality to make comparison to the life of a dog in order to find the answers for the human lives. Then, this theatre is the master degree thesis of Mr. Sangsan Santimaneerat that requires to study and set up for Queer theatre. Similarly, this famous single play was applied as the Theses for the bachelor graduated student in several times. As the result, in this festival it has given the importance and the values of this Queer Theatre by inviting Sangsan to come back to perform again. In this case, it can interpret and set up for the new performing area, and the setting up of this play is not only being interested by Thai people, but also being admired much by the foreigners. Therefore, with the Subtitle on the wall. it aids for the foreigner viewers to read the information in following the stories, the action conversations and giving for the circumstance which the characters are made in excellent ways. Thus, from the play in this story, it represents the entering of the identity by bringing the bibliography to become the sacrism in the society in the part of ideality, attitudes on genders and the diversity on genders to the sacrism on humanity. Thus, it can divide into the comparisons between humans and dogs without having the separation on behaviors on genders.

Similarly, it involves with the fourth story in the festival of "*Drunk*" which is about sexual taboos to be told in an intoxicating way, directed and written by Panuwat Inthawat. Besides, at that time the new director was about to graduate in drama. Moreover, Inthawat (2014) says "*Drunk*" will serve stories about what happens when a guy has a thing for a mafioso's sister in "*Sex on the Beach*." Two ladyboys fight for the same guy in "*Whiskey Sour*," a girl can't tune out her play in "*Bloody Mary*" and a guy searches for answers at the bottom of a glass in "*Kamikaze*." Therefore, this drama is interesting with the setting up of the procedure works for the drama students in the new generation. Then, they were gathering to create the new group of the viewers for the theatre, and it is the teenager viewers group with the requirement to watch the arts performance through the play. In this case, it is one alternative way to reform the watching style for the city men who require to watch the medias in other choices not in the main trend media, such as televisions and movies. What's more, it refers to the people who think out of the box and the people who criticize without sticking to the original framework. Thus, this drama isn't only focusing on the diversity of sexuality as the important point, but it is also

emphasizing on the relationship between groups of friends with different and various ideas. As the result, the caretaker of the festival has selected the directors, and this drama is made to support the new generation group of drama to have the new area to manage or work in public in actual way. Therefore, it can be the motivation between the creators in cross generations for producing the alternative dramas in the society.

Finally, for the last story, *"It Shall Pass"* (solo performance) it is the drama directed by Wannasak Sirilar or the freelance artist with many single performance works, such as identities, diversity on genders and the interesting show of the transgender play. Besides, he is the expert in behalf of the leading performer to grasp the movie prize of *Suwannahong* being the contributing actor who experiences of this work for more than 20 years. He is good at playing in *"It Shall Pass"* which tells the story about the relationship of the character *"Ton"* played by Sirilar and many people who come to his life in the aspects of family, love and sibling relationship. Therefore, in this story live music was applied to play with the drama. Similarly, Sirilar is the player who really like to play interactively with the viewers. Besides, in this subject it should increase the interest in drama by selecting the guests from the friends and the talented players to play at the last scene in each day. With this case, it brings into several ending scenes while it is found that there are problems from the performance with no preparation in advance from the guests also. However, in this case it should tell the relationship to that guest before making improvisation to find the different solutions in the new way for each night. After that, it will aid the fanclub group of Sirilar and the fanclub of these guests to be the viewers of the plays. Finally, in each night it can be the special night because there is one new show in the night, and the drama can communicate the relationship stories of people in the society. Thus, in the view of the caretaker and the player of drama it can represent of the good show at the classroom or the laboratory in different style in each day too.

The main reason that the participants should join in the Bangkok Queer Theatre Festival is because the most drama group to be invited are the drama team to create the works relevantly with Queer Theatre or LGBT Community. Besides, it is the network of the festival, and Sun Dance Theatre wants to bring the point or spark up this alternative gender issue to be as one part of the festival of Thailand. However, in the past twenty years the categorization of drama types or artists to tell stories of the alternative gender issue was not still set up or named as Queer Theatre. On the other hand, most of the dramas are focusing on the entertainment and the characters with the third gender or having the homosexuality behaviors in the drama. Thus, it has emphasized in presenting of the more brave stories, but now it has given the importance on the current Queer Theatre as well as caring on the subject of sexuality diversity. Indeed, the stories of homosexuality and the third gender are the historic stories remaining in the long run. In addition, Wannasak Sirilar is the solo queer actor with the expertness in arts for telling stories while the actor in the title of *"It Shall Past"* or the last performance work has given the views and the definitions of Queer. Similarly, in my point of view queer is the new thing to perform although this show isn't emphasizing on the genders or the diversity of genders, it has started the show at the commercial buildings, the cafeterias in Silom Road at the center of Bangkok as the gaybar at night. What's more, the setting up of the festival for this Sun Dance Theatre (2014) is the new thing with much charming to apply as the showing area. However, the applying of the area for the theatre is not in the same way of the Conventional Theatre. Thus, when viewing in the physical area of the theatre we will see for the queer condition in the eyeviews for both of the caretakers and the viewers of our Thai show, (Sirilar, 2016). In this case, it is because this location is the community source of the people with diversity of genders; thus, the creating of phenomenon in the festival of Bangkok Queer Theatre Festival still has the good response in one level until there are many people to wait for and follow the arts works in every week. Therefore, as for the public relations it has the good response from many medias, especially for the online medias or the printings involving with the diversity of genders, such as Attitude Magazine, Fashion Magazine and Free Magazine with the good interest for applying with the heading subject as Queer Theatre. Then, it can be the connector

to make public relations and set up the show especially, for if any round show has the announcement to book the tickets in excellent way or sometimes to increase the seats. Besides, it includes with the experts, the artists, the teachers or the performing arts commentators to join for talking. Therefore, in the coordination with using the proactive behavior and the public relations the influencer should be the good magnet to create for the group of the viewers of the show. What's more, the setting up of the Forum after the show in each day can expand the acknowledge area while they criticize it through online medias can open for the exchanging of knowledge for performing arts with the diversity of genders and diversity in other fields in the society excellently.

Additionally, it can be push up to expand the marketing results of the small alternative theatre because most of the viewers want to talk with each other after the show. Similarly, they want to exchange for their attitudes in watching the show while others choice of the artists are to make realization, conceiving and proving of the suggestions including with some facts from watching the show as behalf of the viewers. Then, the setting up of Bangkok Queer Theatre Festival has brought about to the movement on the diversity of gender in knowledge through the arts processes until gaining the social acknowledge procedure. Finally, it becomes to be another social activity for the supportive people or the group of diversity on gender. Thus, if our contemporary society has the component on the pushing up in gender through the Queer theatre festival, it can expand for the network of participation between people and the group of diversity on gender as well as between the relevant organization with having the diversity on gender.



Figure 2. The Photo College Poster for public relations
Photo courtesy Narut Boonjong (Kennography)

CONCLUSION

The 1st Bangkok Queer Theatre Festival is the phenomenon as response for the world culture trend that gives importance and value on the diversity on gender in the society. According to the study of the setting up of procedure, the researcher has found that the theatre procedure is still changing by bringing the social points to reflect and communicate with the viewers. Thus, it can combine to the entertainment style with the roles and the performing arts functions. Moreover, theatre can develop our thoughts and understanding to gain the learning and the acknowledgement including of the criticizing and resulting in the changing of the society in the future. In this case, it can be seen from the show as Queer Theatre to present information after the talk show. After that, the viewers can ask the questions for exchanging their thoughts and opinions. On the other hand, with the definitions of Queer Theatre and the views of acknowledgement in the diversity of gender from

the society of Thailand it has showed that now we are trying to put the efforts to set up for the education on genders and the diversity of gender increasingly. However, it is time for the people who require to have the area for talking about the diversity on gender through communication and arts in many fields. Similarly, now the diversity on gender subject has become to be the politic point and the social procedure to fight for call of. On the other hand, sometimes in some contexts of the sexual orientation it becomes to be the fashion trend, such as to create the character on the main trend medias as the fixed way. Then, it can turn to be the discourse and the well-known values. As the result, the beginning of the communication through the performing arts , such as the setting up of Queer Theatre Festival can show of the potential for the theatre group in both patterns and skills as well as the expressing on the identity of the care takers ,especially for the identity issues with the concept idea of the diversity on gender in the society. Consequently, the researcher has viewed that this festival is the clear phenomenon in many aspects as follows:

1. It is involving with the management on gathering up of the members in the theatre team including of the experienced artist group on setting up our Thai contemporary works to exchange the experiences on working in the specific style as Queer Theatre.

2. It is related with the creation on uniqueness for the work and Queer Theatre style to see the outstanding points in creating the works of theatre team with participating in obvious way, especially for the potential of the show. Then, many teams can bring the shows to improve, modify and set up as the new team while some of the artists have written their new pieces of works from their bibliography coming from their motivations and the alternative characters with their direct experiences of the environments.

3. This festival is the phenomenon and the trend to create the diversity pattern of the contemporary characters in Thailand. Besides, it has emphasized and focused on the setting up of Queer Theatre increasingly. Therefore, it has brought into the trend of using the arts to create for the specific viewer groups in the future. In this case, it will gain more understanding and learning with the diversity of uniqueness and the diversity on gender in the society.

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