GOVERNMENT SUPPORT, TRAINING, TRACEABILITY AND GREEN CONCEPTS AFFECTING THE SUSTAINABILITY OF THE SEAFOOD INDUSTRY SUPPLY CHAIN

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ABSTRACT

This research aims to study Government support, training, traceability and green concepts affecting the sustainability of the seafood industry supply chain. The researchers used the methodology as qualitative research by gathering data from documents, analyzing data by describing the data, finding that government support, training, Traceability and green concepts have a huge influence on the seafood industry. The seafood industry has focused on growing under the path of sustainability by investing in related activities. And push for environmental responsibility for private investment. The presence of new carbon-impacted materials to reduce greenhouse gases, take into account the processing processes that must be used with raw materials in the most useful way. Create mutual awareness in the organization for the preservation and preservation of a good environment and cooperate in all aspects of the business to be environmentally friendly.
Keywords : Government Support / Training / Traceability / Green Concepts / Sustainability

INTRODUCTION

In 2017, Thai frozen food operators were encouraged to adopt a technology called Food tech to enhance quality and value to processed seafood, encouraging business ties between entrepreneurs, government agencies, The university to create research as well as bring new innovations to create new products to the global market (Information Service Center, Ministry of Commerce, 2017). Supply chain processes are very important processes in business operations and need to be continuously linked and transmitted to each other, including information, raw materials and goods, and finance (Ala-Harja, & Helo, 2016). Throughout the process in today's competitive economy, though, Thailand has the advantage of having low wages and expertise in manufacturing, as well as having abundant raw materials (Gunasekaran, Subramanian& Rahman, 2015). But price competition and the use of resource advantages are also unsustainable. In addition, the global food market is fiercely competitive, new competitors are always emerging, new safety standards regulations and consumers are constantly changing their consumption habits. As a result of the problem, the researcher were interested in studying government support, training, Traceability and green concepts affecting the sustainability of the seafood industry supply chain.

PURPOSE OF RESEARCH

To study government support, training, Traceability and green concepts affecting the sustainability of the seafood industry supply chain.

Review

Thai Processed Seafood Industry Year 2019-2021 It is likely to expand by only 1-2% per annum due to exports of processed seafood. (89% of production volume) Face intensifying global market competition, coupled with major trading partners, tend to produce

themselves and import goods from countries in the same region. Domestic Market Segment (11% stake) It continues to be driven by a growing consumption by urban communities. The growth of restaurants, especially in the fast-food sector, includes lifestyle changes. Consumers are focusing on the quick and easy cooking of the world's seafood production facilities concentrated in the Asia-Pacific region. (chaiwat sowcharoensuk, 2018)

The government has encouraged all types of industry operators to develop their skills to meet the needs of the policy. The government's "Thailand 4.0" has set out its vision for working under the 20-year National Food Industry Development Plan. คือ "Prachat unites Thailand as the kitchen of the world" by developing, promoting, and supporting food entrepreneurs in both manufacturing and hospitality industries, enhancing the knowledge, skills, and expertise of workers to develop into skilled, skilled, skilled workers who can support new technologies that will change in the future. Increasing the adaptability and competitiveness of Thai food entrepreneurs to continue to grow and create new entrepreneurs, which is a force for upgrading Thailand's food industry on the world stage. Increasing value and productivity by developing standardized processed food products in both taste and standard. Supporting trade operators and exporting products to be of high quality and value-added in both existing and new markets.

supply chain management It is the process of planning and implementing the movement of services and goods, as well as effective control. To provide services and products to consumers in the most timely and satisfying manner, but these things can happen. It is essential to manage all information in the form of information systems, as well as all coordination to achieve this process or mechanism. On a competitive basis, it is seen that the introduction of traceability systems to the supply chain management planning in the management industry. (fahimnia, sarkis & davarzani, 2015)

Safety standards, quality, source monitoring, and measures such as the process. “(traceability)” This measure has been used as an important factor and a technical barrier to the delivery of food products, especially in the food industry, which is important for the national economy. So, Therefore, it is essential to implement the technology of data transmission to raise the standards of the export food industry in order to build confidence and image of Thai products in the global market over the years. The private sector has established commodity standards. To build confidence in international customers as well, especially food products. These regulations require cooperation between the government, the private sector, as well as farmers, which are primary production bases, to coordinate, link and lay out guidelines to be ready for such measures. (chopra & meindl, 2010)

RESEARCH METHOD

Government Support Research, training, Traceability and green concepts affecting the sustainability of the seafood industry supply chain. The researchers also used qualitative research methods. Documentary research by reviewing concepts and theories from relevant documents and research, and using an in-depth interview methodology. A group of key informants qualified to be knowledgeable and understanding of frozen food industry procedures, totaling 15 people. Acquisition of key informant groups by selecting specific information based on research objectives. The tool is a semi-structured interview.

DATA ANALYSIS

The researchers analyzed data from the document and analyzed the content analysis by studying it from various documents, research related to the study, to analyze and compare it to obtain accurate and reliable information. And perform data validation and reliability with

threesome data verification, i.e., consider the consistency and differences of data from time sources, Locations and People.

FINDINGS

The results showed that government support, training, Traceability and green concepts influence the sustainability of the seafood industry supply chain. Most informants agree that the frozen seafood industry is clearly important to Thailand's economy in terms of production, employment and export values, it is also highly connected to both agriculture and other industries. The supply chain's systems are key and key strategies to achieve sustainable and successful business outcomes. It can be carried out in parallel with environmental operations. The management and environment within the organization should be improved sustainably, Link related processes from upstream, midstream and downstream. Build cooperation within the organization and partner companies to meet the needs of customers to be sustainable.

SUGGESTION

Academic Feedback

This finding confirms a finding that is consistent with the concept, The theories and related research work reviewed by the researchers by the acquired knowledge can be taken as a basis. Set policies on government support, training, Traceability and green concepts affecting the sustainability of the seafood industry supply chain. It guides the efficiency of supply chain management further.

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