

ENHANCING LOGISTICS SYSTEMS COMPETITIVENESS IN ACCORDANCE WITH THAILAND 4.0 POLICY

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ABSTRACT

The logistics systems were the important factors in national competitiveness. The main goals of Thailand 4.0 policy were to liberate Thailand from middle income country, inequality and imbalance traps to be a stable, wealth and sustainable country. The factors that influenced to logistics competitive competencies according to Thailand 4.0 policies were 1) transportation Infrastructure 2) logistics service provider performance 3) the integration of governmental logistics agencies 4) 4) preparation of relevant personnel. The problems and obstacles of the increasing with the logistics systems competition according to Thailand 4.0 were 1) lack of human resource development in logistics systems 2) the inefficiency of multimodal transportation 3) using less information technology in SMEs 4) lack of knowledge and understanding in the participants 5) the complexity of relevant agencies. The recommendations were 1) developing the human resource to logistics system 2) clarification in logistics policy formulation 3) reduce the duplication of relevant agencies 4) utilizing technology to maximize benefits 5) develop the efficient multimodal infrastructures. The finding shown the urgency in management that contributed to enhancing the competitiveness of logistics system according to Thailand 4.0

Keywords: competency/ competitiveness/ logistics system, Thailand 4.0 policy

INTRODUCTION

The country development by competitiveness enhancement contributed Thailand to liberate Thailand from middle income country, inequality and imbalance traps to be a stable, wealth and sustainable country. For vision responsiveness, every sector had to prioritize the competitiveness enhancement by determining the national agenda and the involvement of every agency. The Thailand 4.0 policy was formulated to build the strength inside to outside country. The success of Thailand 4.0 policy needed time consuming including other factors and relevant system, the logistics system was a part that contributed the Thailand competitiveness, value creation, profitability improvement, resources allocation with timing, procurement, manufacturing, distribution, disposal and relevant activities such as transportation, storage and information technology (Knowledge Center for SMEs,2014). However, there were many factors involved with the logistics competitiveness such as lack of information exchange due to the efficiency of logistics and supply chain management in Chinese tourism (Ju et al.,2019).

The logistics system efficiency of Thailand was 32nd world ranking, 2nd in ASEAN behind Singapore and in the first group of logistics friendly or best performer with the final score of the group, however the transportation infrastructure and information technology had the lower score than Malaysia. The World Bank recommended the second tier countries should immediately develop in the areas of the advanced skill logistics operators, transportation system, urban logistics, logistics central agencies development and national central logistics data base

development. The minor aspect was the development of transportation infrastructure that covered with the green transportation, spatial planning, resilience transportation and specific laws (Division of Logistics System Development Policy, 2018).

The guidelines for increasing capacity of the logistics system according to Thailand 4.0 should initiate in business level by creating awareness, problems solving and obstacles reduction that contributed to increase the logistics capacity. The researcher was logistics entrepreneur and interested the factors that influenced the increasing of logistics competitiveness, problems and obstacles of capacity increase according to Thailand 4.0. The empirical data were collected by in-depth interviewing with the governmental, private and entrepreneurial participants that contributed to support the policies decision making of the participants and increase the logistics competitiveness in Thailand 4.0.

Research objectives

2.1 To study the factors that influenced to increase the logistics competitiveness according to Thailand 4.0.

2.2 To study the problems and obstacles to increase the logistics competitiveness according to Thailand 4.0.

2.3 To recommend the guidelines to increase the logistics competitiveness according to Thailand 4.0.

LITERATURE REVIEWS

The Thailand 4.0 policy had 4 major goals as following 1) the economic wealth “value-based economy” was driven by innovation, technology and creativity engines 2) social well-beings was inclusive society that fulfill the potential to people in society, create security for economic and social stability, reconciliation and solidarity of people in society 3) enhancing the human wisdom by development Thai people to be “perfected human in 21st century” and also to be “Thai in the 1st world” and 4) the environment wellness was the “well-beings society” which had the economic of climate change adaptation and completed low-carbon society (Damrong Rajanuphab Institute, 2017).

The Thailand 4.0 driven comprised of 5 agendas as following 1) agenda 1: preparation Thai 4.0 to be in 1st world with the wisdom incubation, effective skills, good health and beauty heart 2) agenda 2: developing technological and industrial clusters with competitive advantage through the knowledge, technology and creative thinking 3) agenda 3; incubation the entrepreneurs and enterprise networking with innovation-driven that changed the fibrous root to be the taproot for the self-independent 4) agenda 4; the strengthen supporting of the domestic economic by 18 provincial clusters-driven and 76 provinces to equally deploy the economic growth, employment and investment promotions and 5) agenda 5; seamless integration the ASEAN and Thailand to world community that made the world economic from one country and one market to be one world and one market, focused on national trading-driven to Thailand and to be a hub of business in ASEAN (Damrong Rajanuphab, 2017).

The 3rd logistics development policy plan (2017-2021) focused on the efficiency of logistics management, increased business competency to stably diversify the servicing and investment in ASEAN, promoted the innovative and technological competitive development, developed the potential on workforce with higher and universal standard skills, enabled the green logistics that contributed Thailand to be the trading, servicing and investment hubs in sub-regional and ASEAN (Office of the National Economics and Social Development Council, 2017).

The ranking of the international logistics performance index: LPI which surveyed the satisfaction of logistics performance for each country and reported the ranking every 2 years in order to create the awareness of the importance of logistics performance to the country and to be ranking reference on primary data with LPI survey. The focus group was the domestic freight forwarder and express carrier. The two divided criteria of logistics performance were 1) the input indicator or policy regulation which comprised of 3 aspects; customs declaration, transportation and information technology infrastructure and the competency of logistics service providers in public and private sectors 2) the outcome indicator or service delivery performance which comprised of 3 aspects; international shipment, servicing timeliness and tracking & tracing system. Thailand was the 32nd world ranking from 45th ranking and 2nd ranking in ASEAN behind Singapore and in the first group of logistics friendly or best performer with the final score of the group (Division of Logistics Policy Development, 2018).

METHODOLOGY

The methodology of qualitative research was in-depth interviewing according to the research objectives that the 15 selected samples comprised of 1) public administrators 2) private manager and 3) the expertise of logistics entrepreneurs. The research instrument was opened-end constructive questionnaires, analyzed data with content analysis and data grouping for conclusion.

FINDINGS

5.1 The factors that influenced the enhancing of logistics competitiveness according to Thailand 4.0.

The main informant expressed opinions on the factors affecting the competitiveness of the logistics system according to the Thailand 4.0 policy that was the transportation infrastructure needed to be multimodal connection. These multimodal contributed the systems such as transportation, loading, fast response, cost and time saving. The Thailand transportation infrastructure could not efficacious link to others due to the overlap of roles and responsibilities, constrain of storage that caused the inefficient of linkage, delay services. The logistics operators system had the knowledge and prepared them the skills, information technology that contributed and enhance the logistics management to be efficiency and logistics service provider performance.

5.2 Problems and threats of competitiveness enhancing according to Thailand 4.0 policy.

Some of the logistics entrepreneurs were small and medium used the less of information technology in operation and transportation due to the limitation of capital and the personnel were not continually developed so they had not adequate knowledge, understanding and ability to use technology or some companies used information technology to be invaluable and inefficiency.

5.3 The recommendation of competitiveness enhancing of logistics system according to Thailand 4.0.

The main informant gave suggestions about increasing the competitiveness of the logistics system according to the Thailand 4.0 policy that comprised of the human resources development which was important and the logistics operators and management had to be developed systematically and continuously, especially in the use of information technology in operations. Moreover the logistics participants and policy makers had to obviously formulate and executed to the parties that were not overlap, downsizing for agility in management, using

technology for maximize utilization and development in National infrastructure for the efficient linkage.

RECOMMENDATION

6.1 The studying of the success factors of private logistics management.

6.2 To study the efficiency of technology and information technology for the logistics productivity increasing.

CONCLUSION

The finding found that the increasing of competitive performance in logistics system according to Thailand 4.0 involved the several factors that the factors influenced the increasing performance in competition of logistics system according to Thailand 4.0 and found the obstacles of increasing competitive performance in logistics system according to Thailand 4.0 that had to get the corporation of involved participants in order to be able to carry out concrete actions under the management concept that to be valuable to the country and many people as much as possible and contributed the enhancing in people quality of life.

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