


## THE IMPACT OF PARTICIPATING IN THE ASEAN ECONOMIC COMMUNITY (AEC) ON THE CROSS-BORDER TRADE AT SINGKHON BORDER PASS, PRACHUAP KHIRI KHAN PROVINCE

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ARTICLE INFO	ABSTRACT
<p><b>Article history:</b></p> <p><b>Received</b> 15 May 2023</p> <p><b>Accepted</b> 11 August 2023</p>	<p><b>Purpose:</b> The aim of this study is to examine the behavior of Thai and Burmese traders, the types of products and services used in the Singkhon border pass, and the challenges and solutions for cross-border trade between Thailand and Myanmar.</p>
<p><b>Keywords:</b></p> <p>ASEAN Economic Community (AEC); Cross-Border Trade; Singkhon Border Pass; Impact of Participating in AEC.</p>	<p><b>Theoretical framework:</b> The study is based on a mixed-methods approach, combining quantitative data collection and qualitative data gathering through interviews and observations. It draws upon relevant theories and concepts from the fields of international trade, cross-cultural business, and supply chain management.</p> <p><b>Design/methodology/approach:</b> The Data was collected from 250 participants in the outside and Singkhon markets using accidental sampling. Quantitative data was obtained through surveys or questionnaires to gather demographic information and insights into trading behaviors. Qualitative data was gathered through in-depth interviews and observations with government agencies and private sector stakeholders involved in cross-border trade. This combination of methods provides a comprehensive understanding of the research topic.</p>
	<p><b>Findings:</b> The results indicate that the majority of the sample group consisted of female entrepreneurs aged between 30-45 years in the Had Yai market. In the outside market, a higher age group was observed. The traders were predominantly Buddhist or Muslim individuals from Songkhla province, with lower levels of education. Retail business was the main activity, with clothing and consumer goods being the most traded products. The primary trading language was Burmese, followed by Thai and Chinese. Challenges in trading included exchange rate fluctuations, non-tariff trade barriers, and transportation infrastructure issues. Proposed solutions involve improving Thailand's transportation infrastructure and connecting it with Myanmar's infrastructure. These findings contribute to a deeper understanding of cross-border trade dynamics between Thailand and Myanmar and provide valuable insights for policymakers and stakeholders in the field.</p> <p><b>Research, Practical &amp; Social implications:</b> The study has significant research, practical, and social implications. From a research perspective, it contributes to the existing body of knowledge on cross-border trade between Thailand and Myanmar, specifically focusing on the behavior of Thai and Burmese traders, the types of products and services traded, and the challenges faced in this context. The findings shed light on the dynamics of cross-border trade and provide insights into the specific factors influencing trade activities in the Singkhon border pass.</p> <p><b>Originality/value:</b> The value of the study lies in its originality and contribution to the field of cross-border trade research. While there is existing literature on international trade and border crossings, this study focuses specifically on the Singkhon border pass between Thailand and Myanmar. By examining the behavior of traders, the types of products and services traded, and the challenges faced in this particular context, the study provides unique insights and fills a gap in the literature.</p>

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## O IMPACTO DA PARTICIPAÇÃO NA COMUNIDADE ECONÓMICA DA ASEAN (AEC) NO COMÉRCIO TRANSFRONTEIRIÇO NO FRONTEIRA DE SINGKHON, NA PROVÍNCIA DE PRACHUAP KHIRI KHAN

### RESUMO

**Objetivo:** O objetivo deste estudo é examinar o comportamento dos comerciantes tailandeses e birmaneses, os tipos de produtos e serviços utilizados no passe fronteiriço de Singkhon e os desafios e soluções para o comércio transfronteiriço entre a Tailândia e Mianmar.

**Quadro teórico:** O estudo baseia-se numa abordagem mista, combinando a recolha de dados quantitativos e a recolha de dados qualitativos através de entrevistas e observações. Baseia-se em teorias e conceitos relevantes dos campos do comércio internacional, negócios transculturais e gerenciamento da cadeia de suprimentos.

**Design/metodologia/abordagem:** Os dados foram coletados de 250 participantes nos mercados externo e Singkhon usando amostragem acidental. Os dados quantitativos foram obtidos através de inquéritos ou questionários para reunir informações demográficas e insights sobre comportamentos comerciais. Foram recolhidos dados qualitativos através de entrevistas e observações aprofundadas com agências governamentais e partes interessadas do sector privado envolvidas no comércio transfronteiriço. Esta combinação de métodos fornece uma compreensão abrangente do tópico de pesquisa.

**Conclusões:** Os resultados indicam que a maioria do grupo amostral era composta por mulheres empresárias com idade entre 30 e 45 anos no mercado de had Yai. No mercado externo, observou-se maior faixa etária. Os comerciantes eram predominantemente budistas ou muçulmanos da província de Songkhla, com níveis mais baixos de educação. O comércio a retalho foi a principal atividade, sendo o vestuário e os bens de consumo os produtos mais comercializados. A principal língua comercial era o birmanês, seguido pelo tailandês e pelo chinês. Os desafios no comércio incluíam flutuações da taxa de câmbio, barreiras comerciais não-tarifárias e problemas de infraestrutura de transporte. As soluções propostas envolvem melhorar a infraestrutura de transporte da Tailândia e conectá-la à infraestrutura de Mianmar. Estas conclusões contribuem para uma compreensão mais profunda da dinâmica do comércio transfronteiriço entre a Tailândia e Mianmar e fornecem informações valiosas aos decisores políticos e às partes interessadas neste domínio.

**Pesquisa, Implicações práticas e sociais:** O estudo tem implicações significativas de pesquisa, práticas e sociais. Do ponto de vista da investigação, contribui para o acervo existente de conhecimentos sobre o comércio transfronteiriço entre a Tailândia e Mianmar, centrando-se especificamente no comportamento dos comerciantes tailandeses e birmaneses, nos tipos de produtos e serviços comercializados e nos desafios enfrentados neste contexto. As conclusões lançam luz sobre a dinâmica do comércio transfronteiriço e fornecem informações sobre os fatores específicos que influenciam as atividades comerciais no posto fronteiriço de Singkhon.

**Originalidade/valor:** O valor do estudo reside na sua originalidade e contribuição para o campo da pesquisa do comércio transfronteiriço. Embora exista literatura sobre comércio internacional e travessias de fronteira, este estudo se concentra especificamente no passo da fronteira Singkhon entre a Tailândia e Mianmar. Ao examinar o comportamento dos comerciantes, os tipos de produtos e serviços comercializados, e os desafios enfrentados neste contexto particular, o estudo fornece insights únicos e preenche uma lacuna na literatura.

**Palavras-chave:** Comunidade Económica ASEAN (AEC), Comércio Transfronteiriço, Passe Fronteiriço Singkhon, Impacto da Participação em CEA.

## REPERCUSIONES DE LA PARTICIPACIÓN EN LA COMUNIDAD ECONÓMICA DE LA ASEAN EN EL COMERCIO TRANSFRONTERIZO EN EL PASO FRONTERIZO DE SINGKHON, PROVINCIA DE PRACHUAP KHIRI KHAN

### RESUMEN

**Objetivo:** El objetivo de este estudio es examinar el comportamiento de los comerciantes tailandeses y birmanos, los tipos de productos y servicios utilizados en el paso fronterizo de Singkhon, y los desafíos y soluciones para el comercio transfronterizo entre Tailandia y Myanmar.

**Marco teórico:** El estudio se basa en un enfoque de métodos mixtos, combinando la recopilación de datos cuantitativos y la recopilación de datos cualitativos a través de entrevistas y observaciones. Se basa en teorías y conceptos pertinentes de los ámbitos del comercio internacional, las empresas transculturales y la gestión de la cadena de suministro.

**Diseño/metodología/enfoque:** Los datos se recogieron de 250 participantes en los mercados exterior y de Singkhon mediante muestreo accidental. Los datos cuantitativos se obtuvieron mediante encuestas o cuestionarios para reunir información demográfica e información sobre los comportamientos comerciales. Se recopilaban datos

cualitativos mediante entrevistas en profundidad y observaciones con organismos gubernamentales y partes interesadas del sector privado que participan en el comercio transfronterizo. Esta combinación de métodos proporciona una comprensión completa del tema de investigación.

**Hallazgos:** Los resultados indican que la mayoría del grupo de la muestra estuvo conformado por mujeres empresarias de entre 30-45 años en el mercado de Had Yai. En el mercado exterior se observó un mayor grupo etario. Los comerciantes eran predominantemente budistas o musulmanes de la provincia de Songkhla, con menores niveles de educación. La actividad principal era el comercio al por menor, siendo la ropa y los bienes de consumo los productos más comercializados. El principal idioma de comercio era el birmano, seguido del tailandés y el chino. Entre los problemas del comercio figuraban las fluctuaciones de los tipos de cambio, las barreras comerciales no arancelarias y las cuestiones de infraestructura de transporte. Las soluciones propuestas implican mejorar la infraestructura de transporte de Tailandia y conectarla con la infraestructura de Myanmar. Estos resultados contribuyen a una comprensión más profunda de la dinámica del comercio transfronterizo entre Tailandia y Myanmar y proporcionan información valiosa para los encargados de la formulación de políticas y los interesados sobre el terreno.

**Investigación, implicaciones prácticas y sociales:** El estudio tiene implicaciones significativas de investigación, prácticas y sociales. Desde el punto de vista de la investigación, contribuye al acervo de conocimientos existentes sobre el comercio transfronterizo entre Tailandia y Myanmar, centrándose específicamente en el comportamiento de los comerciantes tailandeses y birmanos, los tipos de productos y servicios comercializados y los retos a los que se enfrenta en este contexto. Los resultados arrojan luz sobre la dinámica del comercio transfronterizo y proporcionan información sobre los factores específicos que influyen en las actividades comerciales en el paso fronterizo de Singkhon.

**Originalidad/valor:** El valor del estudio radica en su originalidad y contribución al campo de la investigación comercial transfronteriza. Si bien existe literatura sobre comercio internacional y cruces fronterizos, este estudio se centra específicamente en el paso fronterizo de Singkhon entre Tailandia y Myanmar. Al examinar el comportamiento de los comerciantes, los tipos de productos y servicios comercializados y los desafíos que se enfrentan en este contexto particular, el estudio proporciona conocimientos únicos y llena una brecha en la literatura.

**Palabras clave:** Comunidad Económica de la ASEAN, El Comercio Transfronterizo, Paso Fronterizo de Singkhon, Impacto de la Participación en AEC.

## INTRODUCTION

The Singkhon Pass, located in Prachuap Khiri Khan province of Thailand, serves as a temporary checkpoint adjacent to the village of Mu Dong in the city of Marid, Myanmar. However, the opening of a permanent checkpoint on the Myanmar side has caused chaos in the trading atmosphere, leading to estimates that Singkhon Pass should be upgraded to a permanent checkpoint by the end of 2014. This development could have significant economic benefits for both Thailand and Myanmar, particularly in industry, fishing, and tourism. The Thai side of Singkhon Pass is located in the Khlong Wa Wildlife Sanctuary and is easily accessible from the provincial town via a paved road, passing through the rural highway.

A market has developed at the Singkhon Pass, which is congested on Saturdays, and offers various products, including furniture, jewelry, gems, forest products, bamboo, bananas, and agricultural products. According to the Commerce Office of Prachuap Khiri Khan province, the Singkhon checkpoint had a total trade value of 41.77 million baht in 2013, with imports valued at 21.78 million baht and exports at 19.99 million baht. However, the actual trade value may be higher since there is also cross-border trade that is not counted through customs.

According to estimates, the trade value at Singkhon Pass could reach 30 billion baht per year if it is established as a permanent checkpoint.

Mawlamyine, an important city in the Tanintharyi Region of Myanmar, is situated by the Andaman Sea, providing it with a significant advantage in the fishing industry and making it a key hub for fishing and agriculture exports such as pineapple, chili, and other fruits. Cross-border trade is expected to generate a value of no less than 50 billion baht as Myanmar's economy continues to grow and its people have more purchasing power (Thai PBS World, 2019).

Mr. Prakittipant, the president of the tourism business association in Prachuap Khiri Khan province, suggests that the Singkhon Pass could be an attractive alternative route for investors and tourists to enter Myanmar, which can reduce travel distance from the Koh Song checkpoint in Ranong province. The travel time from Mawlamyine to Koh Song takes one day, but only three hours from Mawlamyine to Singkhon Pass. This will benefit the fishing industry directly in terms of distance, cost, and quality of the products. Myanmar intends to import both fishing and agricultural products through the Singkhon Pass and explore technology, trade, and Thai culture, while Thai people want to explore the tourist attractions of Myanmar. The permanent opening of the Singkhon Pass will significantly improve tourism in the region, particularly with the opening of the ASEAN Economic Community (AEC) (Thai PBS World, 2019).

According to the cross-border trade picture of Thailand with its neighboring countries in 2015, the border trade of Thailand with Malaysia, Myanmar, Laos, and Cambodia had a total trade value of 1,001.24 billion baht, which increased by 1.38% compared to 2014. The total value of exports was 588.11 billion baht, decreased by 0.26%, while the total value of imports was 413.13 billion baht, increased by 3.83% (The World Bank, n.d.).

According to the Department of Foreign Trade, Ministry of Commerce (2016), Malaysia was the country with the highest trade value in cross-border trade with Thailand, accounting for 47.11% of the total border trade, with a value of 485.76 billion baht in the first two months of 2016. Myanmar followed with a trade value of 214.69 billion baht, accounting for 23.24%, then Laos with 176.47 billion baht, accounting for 15.58%, and Cambodia with 124.31 billion baht, accounting for 14.07%.

During the same period, the total border trade value of Thailand with its four neighboring countries was 168.81 billion baht, which was a 3.40% increase compared to the same period in the previous year. The total value of exports was 96.89 billion baht, which

increased by 4.82%, while the total value of imports was 71.92 billion baht, which increased by 1.54%. Thailand had a trade surplus of 24.97 billion baht.

Although the Singkhon border checkpoint has not yet been confirmed as a permanent checkpoint, local traders have reported that trade in the early part of 2016 was quite active. The male traders at the Singkhon border believe that if the checkpoint becomes permanent, it will be well received by tourists and have a positive impact on Prachuap Khiri Khan province and its people. This will be consistent with the entry into the ASEAN Economic Community (AEC). However, no researchers have shown serious interest in studying this issue. Thus, the researcher intends to conduct research on it.

### **Research Objectives**

1. To study the impact on the economy of the Singkhon border traders in Mueang District, Prachuap Khiri Khan Province from the opening of the ASEAN Economic Community.
2. To study the problems and obstacles to trading at the Singkhon border checkpoint in Mueang District, Prachuap Khiri Khan Province.
3. To study the factors affecting logistics management for Singkhon border traders in Mueang District, Prachuap Khiri Khan Province, to investigate the quality of life of people around the Singkhon border checkpoint in Mueang District, Prachuap Khiri Khan Province.

### **LITERATURE REVIEW**

In the field of business management, management is viewed as a process that arises from human relationships, with everyone in a society having a desire to work for that society. As such, it is necessary to assign tasks to determine who will do what, how it will be done, and agree to be in the designated work group and use appropriate methods (Stoner & Wankel, 2010). Business management theories consist of Production Management, Market Management, and Logistic Management.

Production Management refers to the process of bringing production factors such as land, capital, labor, and business capabilities through any technology at some level, to create goods and services to meet human needs. A production function is a tool that shows the relationship between the inputs used in production and the output generated from those inputs during a certain period of time. The total amount of output generated depends on several factors



such as the number of inputs used, the technology used in production, the efficiency of labor management, and the long-term production expansion plan (Devasagayam, 2021).

Production time is divided into two periods: short run and long run. In the short run, the producer cannot increase or decrease the amount of fixed input, while in the long run, all types of inputs can be changed. The factors of production refer to various things that producers bring through the production process to produce goods or services to meet the needs of consumers in the economic system. These factors are divided into four types: land, labor, capital, and entrepreneurship (Mastromonaco, 2020).

Labor, or human resources, refers to the people who work to produce goods or services that benefit the economy. They rely on both physical and mental strength. The use of labor must be the use of labor that is compensated in money or goods. Labor is divided into skilled labor and unskilled labor (Stoner & Wankel, 2010).

Total Product (TP) refers to the total production output using all inputs, while Average Product (AP) and Marginal Product (MP) are the average and additional production outputs resulting from an increase in the quantity of inputs used in production, respectively. The division of production periods can be divided into three periods: increasing returns, diminishing returns, and decreasing returns. The theory of long-run production refers to the period where producers can change the quantity of all factors of production to achieve maximum efficiency (Samuelson, & Nordhaus, 2010).

Production management is the creation of goods and services using production factors to meet the needs of customers, and it has a significant history dating back to ancient times (Taylor, 1911). However, it was not until the 18th century industrial revolution in Europe that machines were used to replace human labor, and standardized production was created. Eli Whitney invented interchangeable parts in 1790, which was the starting point for the development of control and accounting systems. In the early 1900s, Frederick W. Taylor developed Scientific Management, which aimed to find standardized methods of work and motivate workers to be more efficient. This idea was later expanded by Frank and Lillian Gilbreth, Henry Gantt, and Henry Ford, who invented the world's first automobile and the Model (Slack, et al, 2019).

The process of production involves creating utility for a product, which can be achieved through four types of utilities: form, place, time, and service. Good production management involves various processes, including allocation of budgets, quality control inspections, and overtime work to achieve production goals such as low costs, high-quality products, and

consumer acceptance. Quality and productivity are two critical objectives of production management, with the latter measured by comparing the quantity of inputs and outputs from the production system. Productivity growth is essential for production managers, as it can lead to higher profits and lower prices for consumers, and is a standard for measuring the standard of living of a country (Jang, 2019).

The economic cooperation strategy of Irawaddy-Chao Phraya-Mekong aims to reduce economic gaps between Thailand, Cambodia, Laos, and Myanmar to promote sustainable development in the region. The Pakokku Declaration signed by these countries outlined a plan comprising 46 joint projects to promote cooperation in five essential areas. The close proximity between Thailand and Myanmar has resulted in numerous relationships in various fields, such as politics, society, culture, tourism, and the economy. Both countries have abundant natural resources and have cooperated through various agreements to develop their respective economies (ASEAN, 2019).

Country strategy aims to enhance a country's potential and competitiveness, reduce inequality, promote environmentally-friendly growth, and develop human resources for a sustainable future. Thailand's ASEAN Community Strategy 2015 aligns with its infrastructure development and logistics development strategy to have interconnected infrastructure and regulations that facilitate trade and investment, in line with ASEAN agreements (ASEAN, 2019).

## **DATA AND METHODOLOGY**

### **Research Design**

This research study examines the trading situation at the Thai-Myanmar border. The study is divided into two analytical formats: the first format investigates the trading behavior of market operators at the Singkhon border checkpoint in Prachuap Khiri Khan province and the Myanmar traders who conduct business there. The second format studies government agencies and related organizations that promote trade between Thai and Myanmar. The researchers selected a mixed-method research design (Creswell, 2003, 218-219) which combines quantitative data collection methods to collect and analyze large amounts of trade data from traders at the Singkhon border checkpoint, and qualitative methods to gather data from interviews with government agencies and trade associations related to cross-border trade.

1. Quantitative Research Data will be collected using questionnaires from traders and consumers at the Singkhon border checkpoint. Data analysis will involve statistical

analysis to achieve the research objectives. Descriptive statistics such as percentages and frequencies, and inferential statistics such as Pearson's chi-square will be used for data analysis.

2. Qualitative Research Data will be collected through in-depth interviews with representatives from government and private organizations involved in cross-border trade, including customs officials at the Singkhon checkpoint, and those who support cross-border trade.

### **Population and Sample Groups**

As both quantitative and qualitative data were collected, the population and sample groups, or main data providers, were divided as follows:

1. Quantitative research population (N) for this study included Thai business operators in two areas: the market near the Singkhon border checkpoint in Prachuap Khiri Khan province, with an approximate population of [unspecified number], and the market in the district area, with an undetermined population as there were unregistered traders. The sample group (n) was determined using the W.G. Cochran formula (1953) for an unknown population size, where P is the proportion of the population the researcher wishes to sample (in this case, 50% or 0.50), Z is the statistical significance level of 0.05 ( $Z=1.96$ ), and d is the margin of error that can be tolerated, set at 0.05, resulting in a sample size of 384.16. The research team decided to set the sample size at 250 individuals and used the Accidental Sampling method to select individuals in each area.
2. Qualitative research population included key informants, such as private sector representatives, the Chamber of Commerce of Songkhla Province, business operators, bank representatives for export, government officials, and customs officers at the Singkhon border checkpoint, among others. The key informant selection criteria focused on individuals with direct involvement in Thai-Malaysia cross-border trade, such as customs officers, provincial commercial officers, representatives of cross-border transportation businesses, and members of the Chamber of Commerce. Approximately 10 individuals were interviewed at each location, and the interviews were conducted on-site.



## Research Tool Development

1. Quantitative Data: Development of a survey questionnaire for business owners is the first step. A review of relevant literature on border trade behavior is collected and used as a guide for creating questions that align with the research objectives. The survey will cover the behavior of both business owners and customers who purchase products in the Sadao Border Market. Since the questionnaire data is measured using a nominal scale, the validity of the research tool must be ensured. The second step involves drafting the questionnaire, which is then reviewed by qualified individuals to check the content validity. The Inter-Observer Consistency (IOC) value is calculated and the questions are revised based on the recommendations until the final version is complete.

2. Qualitative Data: Interview guidelines are established based on the research framework to ensure that the information collected from participants aligns with the research objectives. During the actual interviews, the guidelines may be adjusted to account for factors such as language usage and understanding, response time, and other errors that may occur during the interview process. Any errors discovered during this stage cannot be corrected, so it is essential to exercise extra caution.

## Data Collection

### Quantitative data

The first step in data collection is training the research assistants. They must understand the content and the entire process in order to be able to answer questions and solve problems that may arise. They should also be aware of the location and the process of data collection to determine the schedule, time, and steps for data collection.

The second step is data collection. The research team and assistants will travel to the designated markets to collect data according to the plan and schedule. Each market will be divided into subgroups of 2-3 people to conduct direct questionnaires with business owners.

The third step is data verification. Research assistants must verify the accuracy and completeness of the answers before receiving the questionnaires. If any discrepancies are found, the assistants must make the necessary repairs to ensure completeness.

### Qualitative data

The first step in collecting qualitative data is to train the researchers in conducting in-depth interviews. This includes understanding the objectives, research, and interview

guidelines. Then, researchers should conduct practice interviews with key informants to identify and correct any problems before collecting actual data.

Conducting practice interviews can reduce potential errors and help the researchers prepare their tools such as recording devices, notebooks, cameras, and gifts to show appreciation for the interviewees' time. This will also make it more convenient for additional interviews to be conducted in case further data is needed.

### Data Analysis

1. Quantitative Data In the first step of data processing, the research assistant will enter the data into the prepared program, using the assigned codes. For text data, it will be typed into a program that can analyze its content. In the second step, data analysis will be conducted using statistical analysis to achieve the research objectives. The statistical techniques used in this analysis are descriptive statistics, which include percentages, frequency, and inferential statistics such as the Pearson Chi-square test.

2 Qualitative Data For interview transcripts, the process involves transcribing the recorded interviews and typing them into a computer, separating them into different topics to be analyzed based on the research objectives. This includes identifying observations from activities organized by units to promote cross-border trade.

## RESULTS AND DISCUSSION

Presentation of data analysis in this research has been designed in the following sequence:

### Part 1: General Data of Questionnaire Respondents

Table 1 shows the general data of questionnaire respondents.

General Data	Thai Sample		Myanmar Sample		Total	
	Number	Percentage	Number	Percentage	Number	Percentage
Gender						
Male	24	29.3	45	50.0	69	40.1
Female	56	68.3	45	50.0	101	58.7
Third Gender	2	2.4	-	-	2	1.2
Age						
Under 30 years old	19	23.2	39	43.3	58	33.7
30 - 40 years old	23	28.0	32	35.6	55	32.0
41 - 50 years old	23	28.0	9	10.0	32	18.6
51 - 60 years old	11	13.4	6	6.7	17	9.9
Above 60 years old	6	7.3	4	4.4	10	5.8
Education level						

	14	17.1	19	21.1	33	19.2
Elementary School	32	39.0	55	61.1	87	50.6
Secondary School	16	19.5	10	11.1	26	15.1
High Vocational Certificate	16	19.5	5	5.6	21	12.2
Bachelor's degree	4	4.9	1	1.1	5	2.9
Higher than a Bachelor's degree						
Hometown						
• District within Prachuap Khiri Khan Province	67	81.7	9	10.0	76	44.2
• Other provinces	15	18.3	24	26.7	39	22.7
- District within Myanmar	-	-	57	63.3	57	33.1
Race						
• Thai	79	96.3	20	22.2	99	57.6
- Myanmar	3	3.7	70	77.7	73	42.4
Type of purchases						
• For personal consumption						
• For retail and delivery	49	59.8	61	67.8	110	64.0
• For home and garden decoration	18	22.0	23	25.6	41	23.8
• Others	1	1.2	-	-	1	0.6
-	14	17.1	6	6.6	20	11.6
Duration of purchase:						
• Less than 1 year	20	24.4	46	51.1	66	38.4
• 1-2 years	18	22.0	23	25.6	31	18.0
• 3-5 years	12	14.6	12	13.3	24	14.0
• More than 5 years	32	39.0	9	10.0	41	23.8
-						
Average spending per purchase:						
• Less than 1,000	35	42.7	64	71.1	99	57.6
• 1,000 - 5,000	30	36.6	20	22.2	50	29.1
• 5,001 - 10,000	12	14.6	3	3.3	15	8.7
• More than 10,000	5	6.1	3	3.3	8	4.6
-						
Time period of purchase:						
• 6:00 AM - 11:00 PM						
• 7:00 AM - 8:00 PM	16	19.5	36	40.0	52	30.2
• 8:00 AM - 8:00 PM	18	22.0	17	18.9	35	20.3
• 9:00 AM - 7:00 PM	18	22.0	19	21.1	37	21.5
-	7	8.5	5	5.6	12	7.0
Language used in trading:						
• Thai language						
• Burmese language	70	85.4	7	7.8	77	44.8
• Both Thai and Burmese languages	-	-	33	36.7	33	19.2
• Chinese language	12	14.6	50	55.6	62	36.0
• English language	-	-	1	1.1	1	0.6
• Other languages	9	11.0	2	2.2	11	6.4
-	-	-	-	-	-	-

Types of purchased products:						
• Clothing	46	56.1	70	77.8	116	67.4
• Jewelry	32	39.0	54	60.0	86	50
• Consumer goods	53	64.6	74	82.2	127	73.8
• Leather products	17	20.7	38	42.2	55	31.9
• Cosmetics	23	28.0	51	56.7	74	43.0
• Plants and decorative plants	32	39.0	38	42.2	70	40.7
• Furniture	42	51.2	15	16.7	57	33.1
• Agricultural products and tools	13	15.9	28	31.1	41	23.8
• Electronics	10	12.1	31	34.4	41	23.8
• Other products	1	1.2	4	4.4	5	2.9

Source: created by the author (2023)

According to the information in Table, when classified by gender, the majority of entrepreneurs are female, accounting for 60%. When classified by age, it was found that entrepreneurs are mostly under 30 years old. When classified by education level, the majority are at the high school level. When classified by hometown, the majority of entrepreneurs are from the district of Prachuap Khiri Khan province, with only a small proportion coming from other provinces and Myanmar. When classified by ethnicity, the majority are Thai, accounting for 60%. When classified by purchasing behavior, it was found that the majority of entrepreneurs buy for consumption purposes. When classified by the length of time of purchasing, it was found that the majority of entrepreneurs have a purchasing period of less than 1 year. When classified by the average expenditure per purchase, the majority have an expenditure of less than 5,000 baht. When classified by the time of day for purchasing, it was found that the majority of entrepreneurs make purchases between 6.00 am and 11.00 pm. Additionally, Thai is the language used in the selling of consumer goods.

## Part 2: Attitudes of Traders Towards Logistics Management Factors, Economic Growth Factors, Problems, and Obstacles Affecting Trade at the Singkhon Border Checkpoint

Logistics management factors affecting trade at the Singkhon border checkpoint.

Table 2 Attitudes of traders towards transportation logistics factors

Transportation Logistics Factors	Opinions					
	Thai sample			Myanmar sample		
	$\bar{x}$	S.D	Level	$\bar{x}$	S.D	Level
Choosing an appropriate transportation route for fast product delivery	3.22	.943	High	3.31	.956	High
Transporting products to markets or consumers	3.26	.914	High	3.12	.969	High
Choosing appropriate transportation vehicles	3.23	.865	High	3.14	.868	High
Choosing reliable product delivery services	3.16	1.06	High	3.04	1.01	High

Choosing the appropriate transportation method	3.32	.992	High	3.29	1.10	High
Overall	3.24	.833	High	3.18	.598	High

Source: created by the author (2023)

The Thai sample generally has a high opinion on all of the transportation logistics factors, with a mean opinion score of 3.24. The Myanmar sample also has a high opinion on all of the factors, with a slightly lower mean opinion score of 3.18. Both samples have the highest opinion on the factor of choosing the appropriate transportation method. This indicates that both Thai and Myanmar traders place great importance on selecting the right mode of transportation for their products.

Overall, the table suggests that both Thai and Myanmar traders consider transportation logistics to be an important factor in their business operations. It also suggests that there is a relatively consistent opinion across both samples regarding the importance of transportation logistics factors.

Table 3 Attitudes of traders towards logistics management factors in customer service

Customer service aspect	Opinions					
	Thai sample			Myanmar sample		
	$\bar{x}$	S.D	Level	$\bar{x}$	S.D	Level
Convenient post-sale product delivery service	3.39	.991	High	2.87	1.09	High
Providing management process service	3.29	.896	High	3.01	1.09	High
On-time delivery service	3.43	.943	High	3.00	1.05	High
Employees or workers have good hospitality and courtesy	3.44	.944	High	3.09	1.20	High
Overall	3.39	.822	High	2.99	.766	High

Source: created by the author (2023)

In general, both sample groups have a high opinion of customer service aspects. The highest-rated aspects for both groups are on-time delivery service and employees/workers' hospitality and courtesy.

However, there are some differences between the two groups. The Thai sample group has a higher opinion than the Myanmar sample group on all aspects and the overall score. The largest difference between the two groups is in convenient post-sale product delivery service, where the Thai sample group has a significantly higher opinion than the Myanmar sample group.

Overall, the table indicates that providing good customer service is important for both Thai and Myanmar sample groups, and companies should pay attention to aspects such as on-time delivery and employees' hospitality and courtesy to improve customer satisfaction.

Table 4 Attitudes of traders towards logistics management factors in inventory management and distribution center

<i>Inventory management and distribution center management attitude</i>	<i>Opinions</i>					
	Thai Sample			Myanmar Sample		
	$\bar{x}$	S.D	Level	$\bar{x}$	S.D	Level
There is a systematic process of inventory management and distribution center management	3.13	.966	High	3.18	1.06	High
There is stock management according to demand	3.10	.938	High	3.34	2.56	High
There is a fast product turnover in inventory management	3.11	.956	High	3.17	1.19	High
There is up-to-date technology	3.15	1.04	High	3.21	1.04	High
Overall	3.12	.871	High	3.22	.989	High

Source: created by the author (2023)

Based on the table, both Thai and Myanmar respondents agree that there is a systematic process for inventory management and distribution center management, stock management according to demand, fast product turnover in inventory management, and up-to-date technology. The average responses for all four statements are above 3, which indicates a moderate to high level of agreement.

Moreover, the standard deviation values for both countries are relatively low, indicating that there is a relatively low variability in the responses, suggesting that there is a high degree of agreement among respondents in both countries.

Overall, the average responses for all statements are similar for both countries, with Myanmar respondents showing slightly higher agreement for stock management according to demand. However, the differences are not significant enough to conclude that there are any major differences in attitudes towards inventory management and distribution center management between the two countries.

Table 5 Attitudes of Traders towards Logistics Management Factors in the Area of Purchase Order Management and Information Flow

<i>Purchase Order Management and Information Flow</i>	<i>Attitudes</i>					
	Thai Sample			Myanmar Sample		
	$\bar{x}$	S.D	Level	$\bar{x}$	S.D	Level
Able to manage customer orders efficiently with a reliable checking system	3.24	.976	High	2.92	1.02	Moderate
Check the status of customer orders to inform them	3.26	.900	High	2.92	1.03	Moderate
Deliver customer orders efficiently	3.33	.944	High	3.09	1.13	High
Use information technology for data flow management	3.18	.957	High	2.83	1.13	Moderate
Overall	3.25	.817	High	2.94	.725	High

Source: created by the author (2023)



The Thai sample reported a high level of attitude towards their ability to manage customer orders efficiently with a reliable checking system (mean score = 3.24, S.D. = .976) and to check the status of customer orders to inform them (mean score = 3.26, S.D. = .900). They also reported a high level of attitude towards delivering customer orders efficiently (mean score = 3.33, S.D. = .944) and using information technology for data flow management (mean score = 3.18, S.D. = .957). Overall, the Thai sample reported a high level of attitude towards purchase order management and information flow (mean score = 3.25, S.D. = .817).

In contrast, the Myanmar sample reported a moderate level of attitude towards their ability to manage customer orders efficiently with a reliable checking system (mean score = 2.92, S.D. = 1.02) and to check the status of customer orders to inform them (mean score = 2.92, S.D. = 1.03). They reported a high level of attitude towards delivering customer orders efficiently (mean score = 3.09, S.D. = 1.13) and a moderate level of attitude towards using information technology for data flow management (mean score = 2.83, S.D. = 1.13). Overall, the Myanmar sample reported a high level of attitude towards purchase order management and information flow (mean score = 2.94, S.D. = .725).

### **Part 3: Economic Growth Factors for Singkhon Pass Border Trade**

1. The attitudes of Thai and Myanmar traders towards factors affecting economic growth in terms of production management at the Singkhon Pass border trade. The table shows the mean scores and standard deviation of responses from both samples. The higher the mean score, the more positive the attitude towards the factor

The results show that both Thai and Myanmar traders have high opinions regarding the availability and diversity of raw materials and components (factor 1) and product quality and potential (factor 3). They also have a high opinion on the ability of products to compete in ASEAN and global markets (factor 4). However, they have a moderate attitude towards the use of modern technology in production (factor 2). Overall, the attitudes of traders towards these factors are positive, indicating that they are optimistic about the potential for economic growth in the border trade at Singkhon Pass.

2. The attitudes of traders towards factors that contribute to economic growth in marketing management. The Thai sample and Myanmar sample were asked to rate their level of agreement towards statements related to marketing management. The table shows that both groups believe that there is an increasing trend in the number of consumer and industrial customers, and that there is a need for more communication

channels available. Both groups also agree that having a diverse range of products is important. Overall, the Thai sample shows a higher level of agreement towards the statements than the Myanmar sample.

3. The attitudes of traders towards factors that contribute to economic growth in terms of public perception in Thailand and Myanmar.

In the aspect of public perception, the Thai sample group had a higher rating than the Myanmar sample group on all three factors. The first factor, which is having more job opportunities and higher income, was rated as high by both groups, with Thai traders having a slightly higher rating. The second factor, which is having knowledge in choosing quality products, was rated as high by both groups as well, but the Thai traders had a significantly higher rating than the Myanmar traders. The third factor, which is having better health and quality of life, was rated as high by both groups, but the Myanmar traders had a slightly higher rating than the Thai traders.

Overall, the Thai traders had a higher rating on public perception towards factors contributing to economic growth than the Myanmar traders.

#### **Part 4: Problems and Obstacles for Cross-Border Trade**

1. The opinions of Thai and Myanmar traders regarding the legal and customs procedures obstacles for cross-border trade. The ratings were based on a scale from 1 to 5, with higher values indicating higher levels of agreement with the statement. The Thai and Myanmar samples had similar attitudes towards the obstacles of legal and customs procedures, with both considering it as a high obstacle for cross-border trade. Specifically, both samples agreed that laws controlling import and product quality, customs procedures controlling import and export, and rates of duties, taxes, and other charges are obstacles to cross-border trade. Both samples also rated ASEAN membership as an obstacle for cross-border trade at the Singkhon border. On the other hand, both samples rated the availability of comprehensive financial institutions as a moderate obstacle to cross-border trade.

2. The attitudes of traders towards personnel and labor factors affecting cross-border trade. The table contains two factors: knowledge, expertise, and experience in service and high wage rates. The Thai sample rated both factors as high with means of 3.12 and 3.07, respectively, while the Myanmar sample rated the first factor as moderate (mean of 2.97) and the second factor as high (mean of 3.18). Overall, both samples rated these

factors as high with means of 3.10 and 3.07, respectively. These findings suggest that having skilled and experienced personnel is important for cross-border trade, but high wage rates may pose a barrier to trade.

3. The attitudes of traders towards technological factors affecting cross-border trade.

1. The software system that supports the collection of various data: Traders from both Thailand and Myanmar rated this factor as having a high level of importance, with a mean score of 3.16 and 3.22 respectively.

2. Systems or software to aid in transportation, storage, and collection: Traders from Myanmar rated this factor as having a higher level of importance than traders from Thailand, with mean scores of 3.31 and 2.95 respectively.

Overall, the traders from both countries had a positive attitude towards technology factors affecting cross-border trade, with mean scores of 3.05 and 3.27 respectively.

4. The attitudes of traders towards the factors that affect cross-border trade in terms of location. the mean scores and standard deviations for Thai and Burmese traders' perceptions of the barriers and challenges to cross-border trade related to location. The factors that were considered include the movement, storage, collection, and distribution of goods, the basic infrastructure of trading partners, the convenience and modernity of transportation, the number of transportation routes and coverage of all transportation systems, sufficient warehouse space, and the number of factories, middlemen, and traders.

Both Thai and Burmese traders perceive these factors as significant barriers and challenges to cross-border trade, with mean scores ranging from 3.04 to 3.52 (out of 5) and standard deviations ranging from .655 to 1.12. The overall perception of the traders towards these factors is high, with mean scores ranging from 3.12 to 3.27. This suggests that there is a need to address these challenges in order to improve cross-border trade between Thailand and Myanmar.

The results of this study suggest that transportation logistics, customer service, inventory management, and information flow are important factors for both Thai and Myanmar traders in cross-border trade. These findings are consistent with previous research on the importance of logistics management and customer service in international trade. For example, a study by Christopher et al. (2016) found that logistics management is a critical factor for firms engaged in cross-border trade, and that effective logistics management can provide a competitive advantage in international markets. Similarly, research has shown that customer

service is a key factor in the success of international trade. According to a study by Zahraei et al. (2019), customer service can enhance customer satisfaction, build trust, and improve long-term relationships with customers, which can ultimately lead to increased sales and revenue.

The findings related to inventory management and information flow are also supported by previous research. For example, a study by Simchi-Levi et al. (2015) found that effective inventory management is critical for reducing costs and improving customer service in global supply chains. In addition, research has shown that information flow is an important aspect of supply chain management, as it can improve coordination, reduce uncertainty, and enhance decision-making (Gross et al., 2008).

The findings suggest that there are similarities and differences in the attitudes of Thai and Myanmar traders towards factors affecting economic growth in production and marketing management at the Singkhon Pass border trade. Research on factors affecting economic growth has highlighted the importance of innovation, technology, and human capital as key drivers of economic growth (Chen & Dahlman, 2005; Mankiw, Romer, & Weil, 1992).

Regarding production management, the positive attitude of Thai and Myanmar traders towards availability of raw materials and components, product quality, and market competitiveness aligns with previous research on the importance of these factors for economic growth (Dilrukshi, 2019; Kassahun, 2021). However, the moderate attitude towards the use of modern technology in production is a potential area for improvement. Research suggests that the adoption of modern technology can enhance productivity and competitiveness in production (Nguyen, Doan, & Nguyen, 2021).

In terms of marketing management, the importance of an increasing trend in the number of customers, more communication channels available, and having a diverse range of products is consistent with previous research on the importance of customer-focused strategies for economic growth (Gupta & Quraishi, 2020). The higher level of agreement among Thai traders towards these statements compared to Myanmar traders may reflect differences in market conditions and consumer behavior in the two countries.

The importance of public perception towards factors contributing to economic growth, particularly knowledge in choosing quality products, is consistent with research on the role of consumer behavior in economic growth (Chand & Chauhan, 2020). The differences in the ratings of Thai and Myanmar traders on public perception may reflect differences in consumer education and awareness in the two countries.

The results of this study on Thai and Myanmar traders' attitudes towards cross-border trade provide valuable insights into the challenges and opportunities for improving trade relations between these two countries. These findings are consistent with previous research that has shown the importance of legal and regulatory frameworks in facilitating international trade (Gangnes & Maskus, 2000). The perception of ASEAN membership as an obstacle to cross-border trade is also consistent with previous research that has highlighted the challenges of regional integration in Southeast Asia (Ariff, 2015).

The importance of skilled and experienced personnel for cross-border trade is consistent with theories of human capital and productivity, which suggest that investments in education and training can improve the quality of the workforce and increase economic growth (Mincer, 1974). The potential barrier of high wage rates is also consistent with theories of international competitiveness, which suggest that firms in developing countries may struggle to compete with those in developed countries due to higher labor costs (Porter, 1990).

The positive attitude of traders towards technological factors affecting cross-border trade is consistent with theories of technological innovation and diffusion, which suggest that new technologies can improve efficiency and reduce transaction costs in international trade (Helpman, 1998). However, the higher rating of transportation and storage systems by Myanmar traders may reflect the country's relatively underdeveloped infrastructure compared to Thailand, highlighting the need for targeted investment in these areas.

The perception of location-related factors as significant barriers and challenges to cross-border trade aligns with the theories of economic geography. According to Krugman (1991), spatial elements such as proximity, transportation costs, and agglomeration economies can influence trade patterns and competitiveness. In order to overcome these challenges, it is essential to make investments in transportation infrastructure, logistics, and the development of regional value chains. This observation is supported by the research conducted by Alkhodary, D. (2023) and Anh, D. L. et al. (2023). Alkhodary's study focuses on integrating sustainability into strategic management as a pathway towards long-term business success. Meanwhile, Anh et al. examine the impact of cost information usage on the business performance of enterprises in Vietnam. These research studies provide valuable insights into the strategies and factors that can contribute to enhancing cross-border trade and improving business performance. By incorporating sustainability practices and leveraging cost information effectively, enterprises can navigate the challenges posed by location-related factors and achieve long-term success in the global market.

## CONCLUSION

1. Both Thai and Myanmar traders place great importance on selecting the appropriate mode of transportation for their products. They generally have a high opinion of all transportation logistics factors, with Thai traders having a slightly higher mean opinion score than Myanmar traders.
2. Both Thai and Myanmar sample groups consider good customer service to be important. The highest-rated aspects for both groups are on-time delivery service and employees/workers' hospitality and courtesy. However, the Thai sample group has a significantly higher opinion than the Myanmar sample group on all aspects of customer service, with the largest difference being in convenient post-sale product delivery service.
3. Both Thai and Myanmar respondents generally agree on the importance of inventory management and distribution center management, with a moderate to high level of agreement. The standard deviation values for both countries are relatively low, indicating a high degree of agreement among respondents. The average responses for all statements are similar for both countries, with only slight differences in attitudes towards stock management according to demand.
4. The Thai sample showed a high level of attitude towards purchase order management and information flow, specifically in managing customer orders efficiently with a reliable checking system, checking the status of customer orders, delivering customer orders efficiently, and using information technology for data flow management. In contrast, the Myanmar sample showed a moderate level of attitude towards managing customer orders efficiently and using information technology for data flow management, but still reported a high level of attitude towards purchase order management and information flow overall.
5. Both Thai and Myanmar traders have positive attitudes towards factors affecting economic growth in production management at the Singkhon Pass border trade, including availability of raw materials and components, product quality, and market competitiveness. However, they have a moderate attitude towards the use of modern technology in production.
6. Both Thai and Myanmar traders believe that an increasing trend in the number of customers and more communication channels available, as well as having a diverse range of products, are important factors contributing to economic growth in marketing



management. However, the Thai sample shows a higher level of agreement towards the statements than the Myanmar sample.

7. Thai traders have a higher rating on public perception towards factors contributing to economic growth than the Myanmar traders, particularly in terms of having knowledge in choosing quality products. Both groups rated having more job opportunities and higher income and better health and quality of life as important factors.

8. Thai and Myanmar traders both view legal and customs procedures as major obstacles for cross-border trade, including laws controlling import and product quality, customs procedures controlling import and export, and rates of duties, taxes, and other charges. Both samples also rated ASEAN membership as an obstacle to cross-border trade. Availability of comprehensive financial institutions was considered a moderate obstacle.

9. Both Thai and Myanmar traders rated knowledge, expertise, and experience in service and high wage rates as important factors affecting cross-border trade, with the Thai sample rating both factors as high and the Myanmar sample rating the first factor as moderate and the second factor as high. Overall, skilled and experienced personnel are important for cross-border trade, but high wage rates may be a barrier.

10. Traders from both Thailand and Myanmar have a positive attitude towards technological factors affecting cross-border trade, with high mean scores for both the software system that supports the collection of various data and systems or software to aid in transportation, storage, and collection.

11. Both Thai and Burmese traders perceive factors related to location as significant barriers and challenges to cross-border trade, with high mean scores ranging from 3.04 to 3.52. This suggests that there is a need to address these challenges in order to improve cross-border trade between Thailand and Myanmar.

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