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Title: The study of the components of value-added factors in the products of community enterprise entrepreneurs to promote the creation of community economic development

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INTRODUCTION

From the changing trends of the world in the future, which are predicted to change. The current economy makes Thailand's economic development, mixed. The concept of self-sufficiency community economic development emphasizes the integration of villagers at the local level. By using folk wisdom. It is mainly about local labor and resources. The concept of community enterprise does not focus mainly on profit from community activities, but focuses on self-reliance. Small and Medium Sized Enterprises (SMEs) therefore play an important role as the foundation for sustainable development, as a key mechanism for restoring and enhancing economic progress, as well as a mechanism to solve poverty, generate income, and reduce the burden of expenses for the majority of the country's people to be self-reliant (Adisornprasert, W., 2014: 185) [1].

For the reasons mentioned above. Therefore, the researcher is interested in the research study titled "The study of the components of value-added factors in the products of community enterprise entrepreneurs to promote the creation of community economic development" with the hope that the research data will be useful for community enterprises to create added value in the products of community enterprises for community economic development.



OBJECTIVE

- To study concepts related to creating added value in products of community enterprise entrepreneurs for community economic development.
- To study the elements of value-added factors in the products of community enterprise entrepreneurs to promote the creation of community economic development.



METHODOLOGY

The study, titled "The study of the components of value-added factors in the products of community enterprise entrepreneurs to promote the creation of community economic development", was a qualitative study of content analysis from relevant literature reviews. The study participants have defined 4 concepts for the study, which are

- (1)the importance of measuring the development of value-added potential in the products of community enterprise entrepreneurs and promoting community economic development
- (2)measuring the development of value-added potential in products of community enterprise entrepreneurs to promote community economic development
- (3)the component of developing the potential to create added value in products of community enterprise entrepreneurs to promote the creation of community economic development.
- (4)after that, the researcher took the concepts studied for analysis and synthesis. In order to derive the elements, can be summarized as follows: Factors of creating added value in the products of community enterprise enterprises promote the creation of community economic



RESULTS AND FINDING

From the study, the concept Theory and related research Able to synthesize value-added factor elements in the products of community enterprise entrepreneurs to promote community economic development, summarized as shown in Table 1 as follows:

Table 1
summarizes and synthesizes the components of value-added factor factors in the products of community enterprise entrepreneurs promoting community economic development

Variables / Academics	Sundbo (1997)	Chan et al. (1998)	Uchupalanan (2000)	Damanpour et al (2001)	Alam (2006)	Oke (2007)	Chen & Tsou (2007)	Camison et al (2012)
1) Product	-	-	✓	✓	-	✓	✓	✓
2) Process	✓	✓	-	-	✓	-	✓	✓
3) Personnel Operation	✓	✓	✓	✓	-	✓	-	-
4) Human Resource Learning	-	-	✓	✓	-	-	✓	✓
5) Remuneration of Personnel	✓	✓	-	-	-	-	✓	✓
6) Strategy Alignment	-	-	-	-	-	-	✓	✓
7) Information Technology Acceptance	-	-	-	-	✓	-	✓	✓



RESULTS AND FINDING

Table 1 summarizes and synthesizes the 7 variables of value-added factor elements in the products of community enterprise entrepreneurs promoting community economic development. By selecting variables with academic consistency of 2 or more people. Therefore, we synthesized the variables into 7 variables, which give each of them the following meanings:

Therefore, the researcher summarized the components of value-added factor factors in the products of community enterprise entrepreneurs promoting community economic development. Relevant theories from papers and research can be 7 variables, namely: 1) Product, 2) Process, 3) Personnel Operation, 4) Human Resource Learning, 5) Remuneration of Personnel, 6) Strategy Alignment, and 7) Information Technology Acceptance. As shown in the following Figure 1



RESULTS AND FINDING

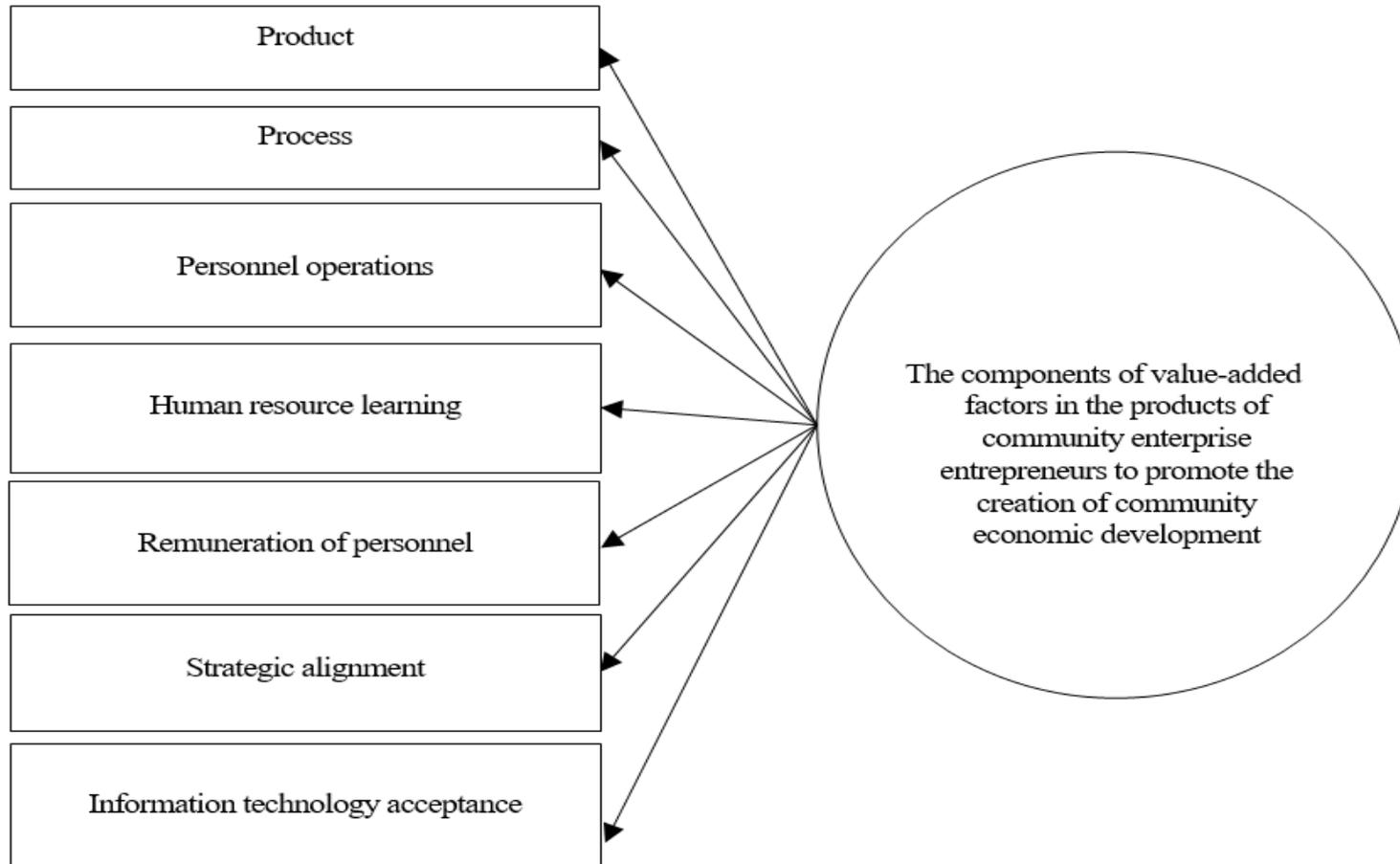


Figure 1
elements of value-added factors in products of community enterprise entrepreneurs promoting community economic development



CONCLUSION AND DISCUSSION

The study, titled "The study of the components of value-added factors in the products of community enterprise entrepreneurs to promote the creation of community economic development", can discuss the results of the study, the components of value-added factors in the products of community enterprises promoting community economic development.

Component 1: Product corresponds to the results of the studies of Uchupalanan (2000) [3], Damanpour & Gopalakrishnan (2001) [4], Oke (2007) [5], Chen & Tsou (2007) [6], and Camison & Monfort-Mir (2012) [7]. In conclusion, the introduction of new products and services or the improvement of existing products. As for the development of value-added potential of the products of entrepreneurs, community enterprises, promoting the creation of community economic development, the process refers to new operations. Improving existing processes, including developing new service delivery approaches

Component 2: Process corresponds to the results of the studies of Sundbo (1997) [8], Chan et al. (1998) [9], Alam (2006) [10], Chen & Tsou (2007) [6] and Camison & Monfort-Mir (2012) [7]. In conclusion, the introduction of new service processes or the improvement of existing service processes. Public relations process and management method modification process to occur in the organization in response to customer satisfaction.



CONCLUSION AND DISCUSSION

Component 3: Personnel Operation corresponds to the findings of Sundbo (1997) [8], Chan et al. (1998) [9], Uchupalanan (2000) [3], Damanpour & Gopalakrishnan (2001) [4] and Oke (2007) [5]. In conclusion, the organization's level of performance in organizing activities for its personnel to enhance operational skills, satisfaction, security, safety, motivation and positive attitude to work reflects the value and importance of workers. And in line with the research of Janmuangthai, W., Rodjam, C., Sriviboon, C. and Sitthiwarongchai, C. (2021: 60) [11], it states that good performance is the result of good management, which will guide the development of the capabilities of officers, personnel to be ready, knowledgeable, competent and good attitude to perform their duties.

Component 4: Human Resource Learning corresponds to the findings of Uchupalanan (2000) [3], Damanpour & Gopalakrishnan (2001) [4], Chen & Tsou (2007) [6] and Camison & Monfort-Mir (2012) [7]. In conclusion, the learning of personnel in the organization affects enthusiasm, creativity, application of information technology, and acceptance of personnel in the implementation of information technology systems in the organization.



CONCLUSION AND DISCUSSION

Component 5: Remuneration of Personnel corresponds to the findings of Sundbo (1997) [8], Chan et al. (1998) [9], Chen & Tsou (2007) [6] and Camison & Monfort-Mir (2012) [7]. In conclusion, the operational level of the organization in managing remunerations, benefits, items, rewards to personnel in the organization, according to their obligations and performance.

Component 6: Strategy Alignment corresponds to the findings of Alam (2006) [10], Chen & Tsou (2007) [6] and Camison & Monfort-Mir (2012) [7]. In conclusion, development planning to support the organization's service strategy affects the creation of value-added products.

Component 7: Information Technology Acceptance corresponds to the findings of Chen & Tsou (2007) [6] and Camison & Monfort- Mir (2012) [7]. In conclusion, the approach or method of information technology management of the organization in causing decision-making, change, awareness of the importance of technology, and acceptance of people in the organization will lead to the improvement of service processes to benefit the organization's operations. In response to changes in the environment outside the organization.



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