

ESSAY EE551&EE561 : June 24th

Firstly, The professor focused more about trade among CLMV, Thailand, and World. Begin with CLMV trade with the world, According to the graph we discuss in class about CLMV, mostly they have a trade deficit due to the amount of export goods is less than the import goods except Vietnam that has a stable trade since 2012, it seems to me that China and the USA have a big important role for trading with CLMV countries, but LAO they trend to import goods from thailand more than those 2 countries. However, CLMV countries also trade with Thailand, Myanmar is the only country that has a trade surplus with thailand, on top of that the amount of trade between Thailand and Vietnam is a lot but it is not in the top's of Vietnam export market due to the Vietnam trade with the world a lot more, beside Cambodia, Lao , and Vietnam have the high value of export the petroleum oil and oil from thailand, also Thailand have trade surplus with CLMVcountries. For the FDI is an investment made by a firm or individual in one country into business interests located in other countries, Basically, FDI has a role when an investor has created a foreign business operation, comprising establishing ownership or controlling interest in a foreign company. We also have learnt about marketing strategy. Firstly, we focus on a brand which is a name, term, sign, symbol, or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition, Apple has the world's most valuable brand since 2012 until currently period of time, and brand has many types of goods such as media, automobile, food, and etc. in every each of the brands we all have top of mind or brand resonance, over and above that around the world does not have the same Brand Activation.

ESSAY: EE551&561 : JUNE 25th

Generally, today we have a guest speaker and he has taught us about all the logistic systems which now Thailand kind of lack to grow, Logistics is generally the detailed organization and implementation of a complex operation. In a general business sense, logistics is the management of the flow of things between the point of origin and the point of consumption in order to meet requirements of customers or corporations. The logistics of physical items usually involves the integration of information flow, material handling, production, packaging, inventory, transportation, warehousing, and often security. However, ASEAN developing the logistics focusing for 3 flows re-designed which are people, product, and capital. As a teacher being said who are traveling to Thailand the most are China, Malaysia, Japan respectively, and it classifies into two eras which are EX-rich and New-rich era for the shipment in new-eras are the landscape, demography, and stakeholders. It seems to me that, in Thailand we have many logistic ways that connected with our neighbor country such as China, Myanmar, Laos and etc. Also for the border trade situation overview, Begin with Thailand- Myanmar trade volume is 6 billion USD at Mae Sot/Myawaddy is the major customs mostly Myanmar import Petrol, Alcohol, Garment, and they export Natural gas, live stock, wood. For Thailand-Lao trade volume is 5 billion USD at Nong Khai/Vientiane is the Major customs mostly Laos export Electricity, mineral, transmitters and they import Petro, Vehicles, iron, and etc.

In a nutshell, It seems to me that Thailand does not have much various logistics to big country in ASIA such as Japan, China, and South Korea compared to the ASEAN countries except CLMV countries but Thailand used the GMS ways to make its efficiency, it would be

better for thailand to use the geography of thailand as a logistic hub for those multinationals setting up production bases and sales networks in Indochina.

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First of all, the professor Anin has taught us about how to do the report of the project properly, there are two types of paper which are theoretical papers is a paper that develop new model or theory, also adjusting or improving existing economic theory or economic concept and empirical paper is use existing data or information to test hypotheses based on existing economic theory or economic concept. We need to choose our topic carefully that we really interest and then analysis as a process which have 8 structure consists of abstract, introduction, literature review, conceptual framework, research method, results, limitations, and summary. For the evening class, the professor mostly talked about FDI, there are many types of FDI, Launch into based on the direction of investments basically Inward FDI like thailand plan to invest abroad, and outward FDI is when foreign plan to invest in thailand. Based on types of activities Horizontal FDI is a company investing in the same business abroad also for the Backward vertical is like when you go back for the process before material activity but Forward is like when you plan to adopt your production and etc. In the afternoon class is a group work and we did the zipline tourists activity business that based on the industry we picked, for the FDI motive our groups used a market seeking due to we want to expand our zipline market to Lao also the determinants of FDI according to Dunning's OLI framework, we can use the location as an advantage to access for customers and use local opportunities because Thailand and Lao have a similar language. Moreover, an advantage as a home country which is Thailand receive from tourism revenue and revenue growth have increased, tourism was one of the top five incomes earns driving to economic growth and contributing to poverty allocation, and white ocean strategy to collaboration benefits all countries involved as well.

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Before anything else, the professor had taught us more about the international trade trade and investment versus environment, the total export and import goods in CLMV countries have gradually increased since 2007 until 2016, and also ASEAN markets of exports and import of goods in 2006 mostly traded with ASEAN, china, united states, and EU respectively. Besides, the Net FDI Inward flow in ASEAN by Source country in 2016 EU became number 1 and then Japan, USA, and China respectively, Also discuss about the trade is good or bad for the environment. On the one hand, free trade proponents argue that FTAs have a positive impact on the environment because after liberalization countries will have access to environmentally friendly technologies. On the other hand, environmentalists argue that trade liberalization is detrimental for the environment because it will expand more polluting industries. Furthermore, the professor said that we have more of the common concerns trade liberalization may directly affect environmental Standards but evidence of the research seems to suggest otherwise Countries that are more open to trade adopt cleaner technologies more quickly. We also know how to solve environmental problems by information, tax, command, and control people. As a result of environmental problem of impacts which is negative externalities via by products of consumption and production may harm others, we have a formula for the social cost which is $Social\ cost = Private\ cost + Externality\ cost$.

Moreover, in afternoon class we another lecture note and professor which basically taught us about the economic development, the first wave of development thinking was structuralism, which emphasized market failures and proposed to build up

modern industries similar to those in high-income countries by direct government interventions through import substitution, The second wave of development thinking was neoliberalism, which emphasized government failures and proposed to build up well-functioning market institutions like those in high-income countries through the shock therapy encapsulated in Washington Consensus besides Under the guidance of previous two development thoughts, the development performance in developing countries was disappointing. Between 1950-2008. And there also have a group presentation in the evening, our group selected the topic about “Rule of Law” , It is System of laws, institutions, and community commitment that delivers four universal principles, the rule of law index is to measure how the rule of law is experienced and perceived by the general population based on eight factors which are constraint on government power, absence of corruption, open government, fundamental right, order security, regulatory enforcement, civil justice, and criminal justice. And has the comparison among ASEAN countries.

To sum up, rule of law about the ranking for the past 5 years singapore is the 1st ranked in southeast asia while cambodia is 100th ranked, but i found something interesting which is singapore is so far away compared to the ASEAN country and they can compare to those developed countries which singapore is in the top 10th ranked for the global ranking, as we all know, developing countries such as singapore has efficient law but in developing countries such as cambodia the law is not that importance and efficiency at all .

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First and foremost, the professor Preera told us about the strategic industrial policy about the world economy, it is a forward looking packages of policies aimed at steering economic activity in a particular direction and also aimed to foster new industrial capacity, diversify production, create inter-sectoral, and inter industry linkages, promote learning, improve productivity and shift economic activity towards higher technology and value added activities, and improve competitiveness, in the domestic country. And also the strategic industrial policy can classify into 3 industry which are industrial diversification, deepening, and upgrading. basically , for industrial diversification is to expand the industry and have more of the capital in sector, besides industrial diversification is to create more of linkage and complementarity in order to balance the completeness, additionally industrial upgrading is to aim and enhancing the capacity for the value creation by moving to higher value of the economic activities. However, we used the rationale to check the market failure whether its non-efficient allocation of resources, imperfect competition, externalities, and insufficient information.

According to what the professor being said why ASEAN is the driving seat of the greater in EAST ASIA, because ASEAN has high bargaining power to attractive single regional market and competitive regional production base, you will see that in ASEAN economies singapore is in the first ranking while cambodia is in the last ranking, moreover growth rate of gross domestic product of ASEAN countries indonesia became a number 1 while Laos became last countries in southeast asia.

