Essay 3 (24/6/19) 10

Looking at the trends in these recent years of trading between CLMV countries and the world make us know the information about the potential of each country and the specialize of each country. At the first kind of graph, the overall CLMV trading with the world, Cambodia and Lao PDR seem to have the upward trends but there's still the trade deficits while Myanmar is quite fluctuate since in 2014 there is an construction boom so there were a lot of import. Vietnam is the only country that has the trade balance with the world. When we look deeply, all of the CLMV countries have the same main partners which are China and Thailand but Thailand didn't ranked as the main export market partner.

For the overall trade value, Thailand has the trade surplus with CLMV since export from Thailand has greater value than import value. Cambodia, Laos, and Vietnam has trade deficit with Thailand while Myanmar is the only country that export petroleum gas by the pipe to Thailand. The important exporting commodities from Cambodia is garment but they still need to import the fabric and materials. The information from Lao PDR shows that mining industry is the main industry and they are rich of natural resources. Myanmar is also rich at petroleum as 27.16% of export goods is petroleum gas and other gaseous hydrocarbons. Vietnam import goods are the inputs while export goods are output means that they import and modify to re-export to other countries.

In my point of view, among CLMV countries, Laos, Myanmar, and Cambodia still need to do a lot of development and government should support people to do the business and encourage them to put the value added to the product to make the trade balance especially Myanmar. Myanmar has the largest gap of trade deficit even though it's because of the construction boom, the trend is still fluctuate. There are lots of economists put an eye on Vietnam since it seems to push themselves to have the higher standard of living and I think in the near future they'll reach the path of developed countries like Japan and China and it will be better when we have a sightseeing in the field trip to Vietnam so we can look for the way of doing business or applying the policy to adapt to interesting opinion.

the reality not just reading the graph or looking at the picture. One of the things that I'm thinking is Vietnam and Cambodia has the FDI attractions due to the lower wage rate and the rich of resources but to develop the country in the way of reducing the poverty and inequality, when the wage of the unskilled labor is increasing, will foreigners still want to invest in their countries. On Wednesday, I've been to the border of Cambodia and Thailand at Trat province. I think Cambodia is interesting in investing the casino because it's legal and boom now but the only one that can invest are the big investors especially Chinese people. In Cambodia, there are about 16 millions people and there are about 5 millions Chinese people in the country. Means that the GDP can be increase but the wealth won't be distributed to the low income people, that's the problem.

When we talk about marketing strategies in CLMV, we need to do something to connect with the consumer. We can compare countries as a product and the symbolic as the brand of each country. For example, elephant is the brand of Thailand and Laos, peacock is the symbol of Myanmar and water buffalo as the brand of Vietnam, means that brand is the thing that use to identify and differentiate from others. As I said, the country can be branded so that everything can be branded but the key to branding is that the consumers perceive differences among brands. Culture plays an important role of consumer behavior in society for instance lifestyle, collective society, image driven society, relationship building importance and the technology has a vital role in today's society which we called Digital Economy.

Each country has different culture dimensions by using the Hofstede framework which are power distance, individualism vs collectivism, masculinity vs femininity, uncertainty avoidance ,and long- vs short-term orientation. By knowing this in ASEAN country or any other countries throughout the world, I think it helps us understand more on people and culture in each country. For example, in China, they have high power distance index means that doing work in their country need to listen to the boss and respect the elder. It's not free to show your opinion to the elder society but at the same time, you've better done your job as a team due to the high index of collectivism. So

I prepare to adapt to Vietnam and Lao PDR since we have to go there and spend time for a week like in Vietnam has quite a low score on masculinity which is 40 means that Vietnam is thus considered a feminine society and people value equality, solidarity and quality in their working life. When we do business with Vietnamese and have the conflict, we can resolve by communicating to each other and it shows that even though Vietnam is a developing country, the inequality problem between male and female is not a big deal.

After we had a brand, we have to activate the brand by encouraging the positive participation both physical and digitally like uploaded photos and video or check in at a location to be one of the ways to promote the brand and we can adapt to Thailand since one of the main income for Thai government is the tourism. Thai government should support the cleanliness and apply the policy to make Thailand be attractive to take a picture and check in by both Thai people and foreigners.

Essay 4 (25/6/19) 10

The logistics can separate into two parts. First is the business logistic which focus on how the business can purchase the input from supplier until distributing the product to customer and how to operate the business to make the cost lower. Second is the macro logistics which focus to develop the country like the trade facilitation and logistic management between country for example the linkage between Thailand and ASEAN. The simple macro logistics is the cross border trade. Thailand usually export to our neighboring countries e.g. by Maesai to Myanmar, Nongkai to Laos and Songkla to Malaysia and Singapore.

There are four types of innovations. First, the product innovation, for example we used to export the durian by freezing it and now we can transform it to another thing. Second is the process innovation which help redesign the logistic system and lower the cost but Thai small business doesn't understand this. Third is the service innovation like you normally export things to Japan or India. The customer need to accept the goods anyway although they have the comment on the goods or sometimes they have to reverse for the goods. Last is the business model innovation but it depends on market mechanism so the design of the business should suit the market or see if there are any other markets in other countries To make business innovation success, the manager should understand customer behavior because now there are a lot of business linkage. The logistic is not only the transportation like the linkage of ASEAN but also every business opportunity, tourism, health care and education.

The industry 4.0 is fighting with first, the blue ocean strategy which it is the way that the manager try to find new market opportunity by using four different approaches of innovation. The new strategy that we have to fight with is the white ocean strategy. It's about collaboration and connection so smaller business can survive. While in the past, the manager have to compete with the same market called the red ocean strategy.

I think there are some point that I don't agree or have comment for ajarn. On the point of the process innovation, now there are the survey company that will help the manager in the first stage but of course there is a problem on corruption to the survey agencies. Moreover, I'm looking for the EEC logistic that will help Thailand develop the country but now it still didn't work because some of the agreement and the cost of doing the project. But if it work, it will help Thailand economy a lot especially the trading.

9.5

Essay 5 (26/6/19) unstructured paragraphing.

When last class with ajarn Nessara we didn't talk about the FDI concept, today the economics of multinational enterprises is our topic. It usually comprise companies or other entities established in more than one country and so linked that they may co-ordinate their operations in various ways. Direct investment is a category of cross-border- investment made by resident in one economy with the objective of establishing a lasting interest in an enterprise that is resident in an economy other than that of the direct investor. The “lasting interest” is evidenced when the direct investor owns at least 10 percents of the voting power of the direct investment enterprise. There are five types of FDI. It can be based on direction of investment, types of activity, modes of entry, nationality of investors and based on motives of FDI. The FDI that based on the motives of FDI can be diversify into four types. First, the natural resource-seeking FDI like the gas, the land and other natural resources to lower the cost of doing business. Second is the market-seeking FDI like to find new customers, new market or by extending and preserving their existing markets for example sale service to people or sell to third country with the cheaper export tax. Third is efficiency-seeking FDI. It’s related to a specialization of various affiliates in its internal network to make the company more efficient like when you have to export to country A anyway, you can invest the factory in country A to lower your cost. And last is strategic asset-seeking FDI. In this case, assets of foreign firms are utilized to create synergies with the existing FSAs through common ownership like if you have the unique investment environment, you have to have the joint venture in that country.

In my opinion, studying FDI is not just the economic part, it also involve a lot in marketing like to find the new market which linked to the blue ocean strategy and you have to think of the new strategy to run your business with the lower cost and more efficiency and it’s useful for everyone and adapt to our business in the future like I have an idea to build the factory at the border of Thailand or build it in other country to lower the cost. I have an idea to invest in Cambodia and Vietnam since Cambodia has a lot of input and resources especially the labor. Cambodian, in my opinion, is hard working than Thai people when you want them to do the job that needs the force. Moreover, Vietnam is a very attracting FDI not only the resources but also their labour force. In the next ten year, Thailand will going to be the aging society but Vietnam’s going to be the teenagers and adult society because the teenager generation in Thailand is low and these day people don't have time to take care of their children and they want to do the work to make their living.

9.5

Essay 6 (27/6/19) Too detailed but good opinion

During the study in economic department, I've never concerned about the international trade and investment that relate to the environment problem. From the data, value of export in CLMV countries are increasing and export share over 50% of the GDP. When we participated in ASEAN community, there are pros and cons. The pros of free trade area are decreasing the barriers, increasing the welfare, there are more option of product to choose and the manager can reduce the cost for example lowering the cost of resources like the labor. The cons of free trade area is there are more competitor occurs in the community. Pros of FDI is there will be more economic growth, import new technology, and decrease the unemployment rate in that country while cons is the effect of the environment. Of course there are some concern for the polluting. Reducing the barriers to trade will make the country export more on resource-intensive products called pollution havens. The open to trade will affect the environmental standard called race to the bottom. Last is environmental tariffs may affect the economic since it can against the trading partners. Reaching the resource easily sometimes it's not good for every country for example the lack of democracy country. Instead of every people can access to the resources, there is only one group of people can make the profit of it and it creates the inequality.

Ajarn talked a lot about the effect on the environment from the trading and I agree with that since it's an issue in today's life. When trading affect the environment it not just only the resources that going to run out but also the externality for everyone. It may impact the health of the people, if the water pollution make fish infected, it can cause the farmer bad health and the capacity of the farmer can be decline. Moreover, the climate change is one of the big issue nowadays so it's hard to say that if the policy makers want to boost the economic growth but also want to solve the environmental problem at the same time, it will work. And that issue make our group come up with the idea of how economic growth affect the pollution in vietnam and find out more about how can we reduce the conflict of economic growth and environment. In my opinion, the air pollution should be addressed first because the air pollution can create fast externality due to the free flow in the sky.

When we come to development economics, we can see that they used to have the ASEAN miracle by maintaining the high growth rate in Thailand, South Korea, Hong Kong, Taiwan, Singapore and so on. The main reasons are the high interest rates to attract foreign investments, rapid industrialization, industrial policies supporting exports and there are high exports that drive rapid economic growth. Vietnam had been one of the countries that the investors put an eye on because they are on the rising but are they be able to rise up like China. China used to have the trial like Vietnam before and now it's one of the most powerful countries in the world. Three factors that moves Vietnam to the higher level are embracing trade liberalization, complementing external liberalization with domestic reform (DOI MOI) through deregulation and lowering the cost of doing business, investing heavily in human and physical capital.

In my opinion, because Vietnam has a lot of resources and they are not the landlock. In addition, they are the nearest country with China. Vietnam is the main industrial hub for the electronics and heavy industry so they can attract the company like Samsung, Canon, and other automobile industries. Vietnam stimulate the development of a reliable supply chain in the area and if they can maintain the FDI attraction like this, they could be the real rising up. Moreover, I think Vietnam has also been the main destination for renewable energy investment project for instance the solar power plant. So in the future, if the government can control the situation, they can maintain the attractiveness from foreign investors.

9.5

Essay 7 (28/6/19) Unstructured paragraphing
interesting opinion

CLMV countries should have the strategic industrial policy to develop the country since the industrial policy is one part of the development by changing the structure of agricultural industry to manufacturing industry. When there are two identical countries, same size, same level of economic, the one that has better strategic industrial policy will grow faster that another. There are three strategic industrial policy. First, industrial diversification, it creates new products and new services to the consumers to consume means that the country should mobilize and invest capital in new activities and increasing the role of manufacturing in production. For instance in Japan, they used to produce diesel car then after that they invent the eco car, and now there is an electric car. Then after you specialize in that products and export a lot, then you became what you export. Second is industrial deepening which focus to let local people have more GDP per capita. The country should create the local linkages and complementarities and create more complete, more balanced and more inter-linked industrial structure like in Vietnam, to export to the world, they have to reach the world standard to compete to the world market hence Vietnam need to import the input and assembly then export to the world market. Third, industrial upgrading is to create the product differentiate or chang the product. Country should aim at fostering more advanced and competitive industrial structure and enhance the capacity for "value creation" by moving to higher value economic activities product upgrading, process upgrading or functional upgrading for example in the past, we export seafood then we came up with processed seafood and then ready-to-eat seafood.

In my point of view, I agree with the professor in all points. The country should go upgrading like Thailand in the past but Thailand didn't grow rapidly like in the past. My grandfather had an experience. He used to be a general farmer. He grew and harvested the crop by himself in the countryside with a little money then he bought the tractor to help him doing his job till he had some money. When the technology came, he built the factory to modify the crops and sold to the clients. Then now, the technology is upgrading. He has big factory and can earn money more than when I was young. It’s not only my grand father but also the elderly in the same generation and same industry as him. This is just a little example that developing the country from agricultural sector to industrial sector can make the local GDP per capita increasing.