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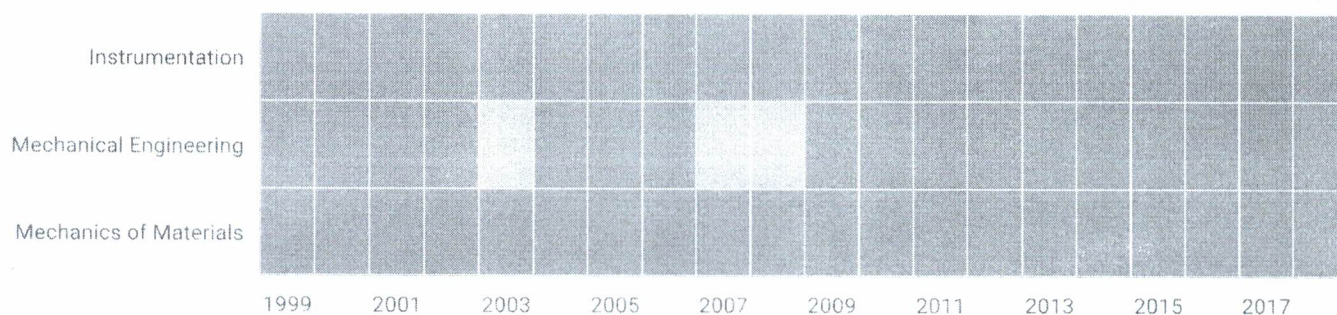
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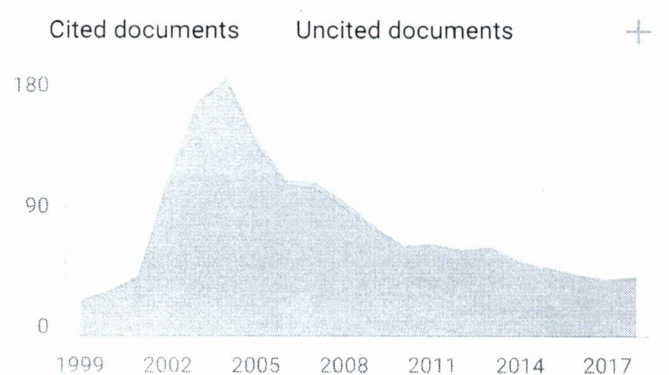
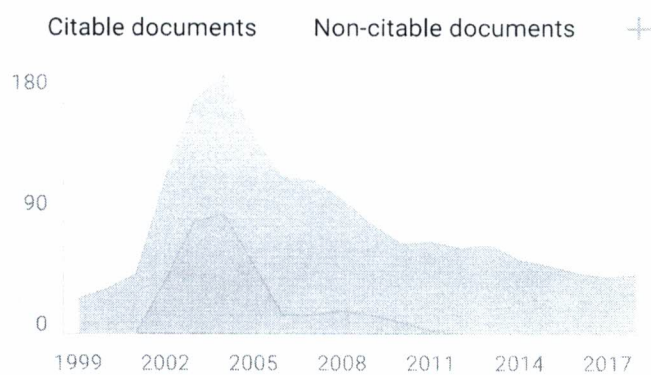
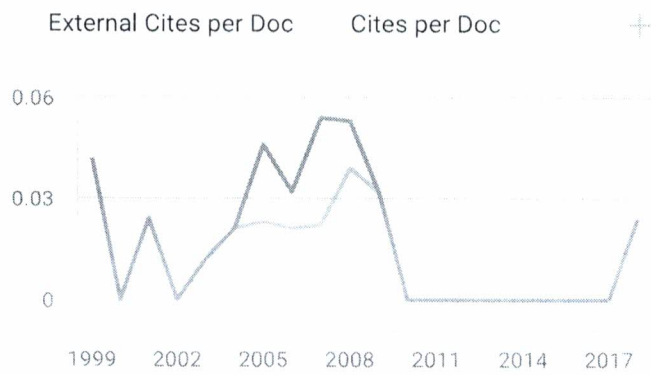
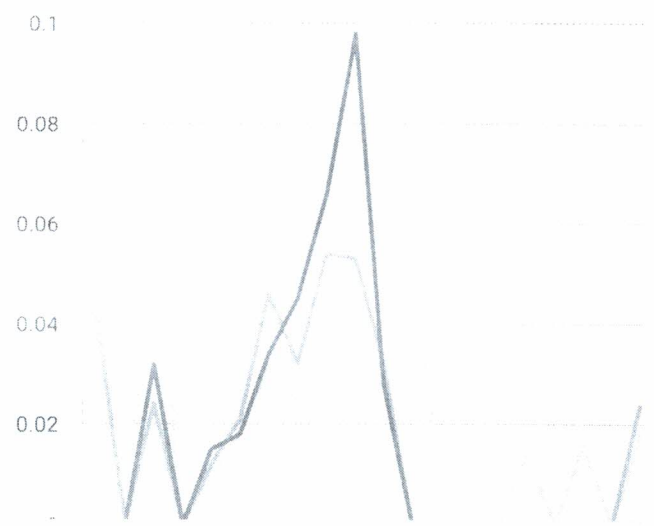
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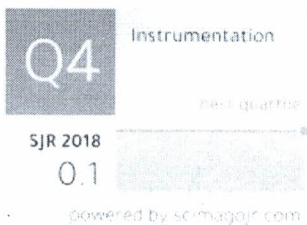


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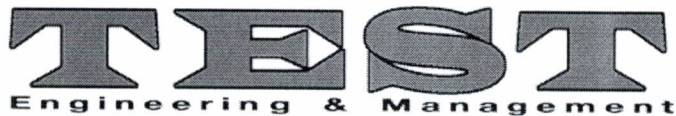
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* Factors Affecting Competitiveness of Social Enterprise by Focus on Creative products in Phetchabun Province.

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Business- Family Interface and the Capacity of Managing Challenges Faced by the Women Entrepreneurs of Informal Sector - A Relationship Study

Factors Affecting Competitiveness of Social Enterprise by Focus on Creative products in Phetchabun Province.

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Phetchabun Rajabhat University, Thailand
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Article Info**Volume 83****Page Number: 24871– 24881****Publication Issue:****May - June 2020****Abstract:**

The purpose this research is to study survey elements, factors affecting Competitiveness of Social Enterprise focusing on creative products. The sample group of this research is 150 social entrepreneurs produce creative in Phetchabun. The samples were selected by the community development office tools used to collect data is a questionnaire on factors affecting the capability of a social enterprise focusing on creative products in Phetchabun. That has been verified for content validity by 3 experts and with confidence based on the cronbachalpha coefficient formula 0.89. This data were analyzing components by extracting main components, rotating axis components, orthogonal with varimax method. The results of the research showed that factors affecting the success of social enterprise focusing on creative products in Phetchabun Province. There are a total of 8 elements describe with 29 variables the variance of the total variable was 53.35 percent found that ability in Strategy, Operational, Value Chain, Characteristics Ethical Entrepreneurs, Perceive Opportunity, Network and Dynamic each element described the variance at 17.659, 12.573, 9.829, 8.991, 8.268, 6.840, 5.775 and 4.821 respectively and the research found that strategic management competency components highest percentage of variance show that the factors that affect the most competitiveness of social enterprises That is social entrepreneur entrepreneurs have the ability to analyze plans have understanding of the changing circumstances can analysis market trends. This value of this research has social entrepreneur to apply their findings and apply their operations plans of enterprise.

Article History**Article Received: 11 May 2020****Revised: 19 May 2020****Accepted: 29 May 2020****Publication: 12 June 2020****Keywords:** Exploratory factor Analysis, Competitiveness, Social Entrepreneur, Creative Products,

I. INTRODUCTION

Social enterprise is a business that has an aim for the society rather than for profits as in general business sector aiming to gain maximum profit. Social enterprise points in the direction of maximum social welfare. It starts Social enterprise initiated by a group of people using limited funds for independent management and bear financial risks from economic and social activities. Social

enterprises lead to employment, income distribution and the awareness of natural and environmental resources conservation. Many countries are interested in in-depth studies of social enterprise in order to promote such businesses for growth and sustainability like the general business sector. In foreign countries, social enterprise arises from the integration of groups of people or communities experiencing social and

environmental problems or with the objective of setting up a business organization to bring income to solve such problems. Another form is due to charities experiencing financial problems. Therefore, the charities have to seek income for survival but still have the main goal of solving social and environmental problems (Mali, 2014).

Current social enterprise operations tend to increase social responsibility. There is an increasing trend and a stronger model. Social enterprise shows the intention of entrepreneurs and organizations to help in the development of community and society along with business operations. To help the society, it begins with activities called "Corporate Social Responsibility or Corporate Social Responsibility (CSR)" and then developed into "Corporate Social Engagement" in which both are still social activities or projects of organizations or businesses that operate mainly for profit. Currently, there is another form of social action called "Social Enterprise or Social Enterprise (SE)" in which the organization or business carries out tasks related to or bound to the goods and / or services that help solve problems or develop society, community, and environment. There is no goal for maximum profit but the organization still proceeds according to business principles for the business to grow with return for sustainable

development by having a position of social responsibility or social development (Siriphattrasophon, 2015). Economic development is an important tool of reducing inequality, solving social problems, having good resource management and preserving the environment leading to the development of TRIPLE-BOTTOM-LINE. All three sectors, namely, public, private, public / civil society in society, can play a role in the development with concrete and effective (Elkington, 1997). Social entrepreneurship is in line with the National Economic and Social Development Plan Issue 10 -11 and 12 which is an important mechanism to push and upgrade the quality of life and the strength of society to a well-being society. Developing a social enterprise for growth and strength will not only benefit the country's economic growth but also affect social welfare, the conservation of natural resources and the environment at the same time. It also helps strengthen the immune system in the domestic economy. However, the succeed of social enterprise development require time to incubate new business and it requires cooperation from all relevant sectors such as government, private sector, and public sector (Mali, 2014).

Social entrepreneurship helps to manage unfair mechanisms from concentrated economic development and

also helps to create a new generation who are tired of working in the bureaucratic system or private organizations that focus only on profits. It allows the new generation to do activities for the benefit of the societies. Social entrepreneurship becomes a different perspective and creating new innovations for the society instead of working as an employee. It is a new career development that is very useful to the country. Thailand has more than 50 social enterprise organizations. However, comparing with the number of private companies that operate for profits, the number of the social enterprises in Thailand is still considered to be relatively low (Nitayakasatwat, 2010). Also, the number is considered to be low because each region of Thailand is diverse. The northern region can be related to hill tribe occupation development or local handicrafts. Northeastern region is doing sufficiency agriculture. Central region is related to cooperative housewife group. The southern region is about conservation of seashore, coral, and forest. In addition to promoting and managing unfair mechanisms from concentrated economic development, social enterprise helps create a new generation who are tired of working in a bureaucratic or private system that focuses on just profits. Social enterprise allows the new generation to do activities for the benefit of society in

various fields. It becomes a different perspective and creates new innovations for society instead of working as an employee. It leads to a new career development that is more beneficial.

Creative product is a community product. This is to encourage the community to create products that are local wisdom for the conservation and inheritance of local craftsmanship. This can additionally create a career and income for the people in the community as well as raise the income and the quality of life of the villagers or rural farmers who are majority of our country but they are poorest group in the country. If these groups of villagers or farmers have higher incomes, it will have a positive impact on the overall economy of the country. There should be a focus on strengthening communities and promoting the overall economy of the country. This can enhance self-reliant local economy using local knowledge and materials in the community by people in the community for the people in the community. The villagers in the community can think and plan for themselves so that they can set goals manually which is a solution to most earning problems in the country. Moreover, it can reduce the problem of migration to the city to work and also to strengthen the rural sector (Pongsakornrunsilp & Chansarmran, 2015). The analysis of competitiveness is

to use the advantage or create existing strengths to create products or services that are difficult to emulate. It is to look at products as a process and consider how each process can create the value (Barney JB. ,1995). In addition, it also creates differences in terms of value which is a strategy of competitive advantage (Grant, 1991; Ling & Ogunmokun, 2001). The differences of the products or services will differentiate from the competitors. This is to offer the customers' satisfaction that are different from competitors. It reflects the composition of the product quality and innovation that customers will receive. It makes a difference in the benefits of using the product better at the same production cost. Manufacturers can use this advantage to compete for consumers from other manufacturers or can set a high price (Porter, 1985 ; Barney, 1991). However, regardless of how the company chooses a competitive strategy, creating a company's profit depends on the ability of the company to create value for customers that customers decide to purchase the company's products / services. For this reason, Porter called these activities "value activities" and companies can only make profits when they create value which is needed by customers higher than the cost incurred (Nakudom & Jitpakdee 2018).

From the literature review of the social entrepreneurship in Thailand, it has been

found that social enterprises in Thailand are the Doi Tung Development Project, Population and Community Development Association (PDA), Chao Phraya Abhaibhubejhr Hospital in Prachinburi Rung Arun School, and Khao Kho Talay Phu Company Limited. However, social entrepreneurship in Thailand is still unclear about the role of social entrepreneurship since it is a new concept and not yet widely known. If the matter of social entrepreneurship is still unclear, it may become an obstacle to the development of social entrepreneurship and can also affect national development towards sustainability as well. Due to the research or information regarding social entrepreneurship in the context of Phetchabun province, there is still lack of supporting information for social entrepreneurs which do not yet have a database for social activities in Phetchabun Province. For this reason, social enterprise is important to sustainable development of the country. It is related persons and those interested in the said matter. It is necessary to have an understanding of social enterprise, both in terms of origin and development opportunities for determining support guidelines from the community level and social organizations which will lead to further national development. Therefore, the researcher is determined to study the research on "Factors Affecting

Competitiveness

of Social Enterprise by Focus on Creative products in Phetchabun” The study can be used as a database for social enterprises and social entrepreneurs in Phetchabun province and it can be the body of knowledge to support localities and develop networks for business incubation, social enterprise, and be a database for further academic studies.

Objective : To study variables and survey composition analysis of factors affecting the competitiveness of social enterprises focusing on creative products in Phetchabun Province.

II. LITERATURE REVIEW

According to the literature on social affairs, it is found that the characteristics of social entrepreneurs are the integrators of entrepreneurship and business people who use creativity in creating innovation together with being a socially conscious society developer with a strong desire to make things happen in concrete ways. It can be said that social entrepreneurs have a combination of common characteristics between entrepreneurs and social developers. This is because aside from being able to manage a business successfully and sustain yourself, they also use those activities as tools to produce their own funds to solve social problems that they care about. This is how

they can transform ideas to a concrete way to develop the society in a better way. From the literature review, it is found that social entrepreneurs have a way or experience in life that leads to a similar social entrepreneur. It can be explained that social entrepreneurship has been through volunteer work altogether. Regardless of any part of their lives, they are being involved in social work. It is an important driving force for them to initiate social enterprise. Most social entrepreneurs have had direct experience or get involved with people affected by society. This experience motivated them and make them feel that they must find a way to solve problems in a sustainable and systematic way. Therefore, this research is based on the theory of characteristics of entrepreneurs with the following factors:

Entrepreneurial Factors: entrepreneurs who are relevant at the individual level and caused by personal characteristics, skills gained from experience and background of business owners. From the literature review, there is an in-depth analysis on entrepreneurs. The characteristics of a person consist of age, gender, education level, entrepreneurial operations, personality, work experience, and management skills. Moreover, business management of those who own the business will have a positive influence on the success of the business (Chawla

Khanna & Chen, 2010 ; Dobbs & Hamilton, 2007; Lussier 1995 ; Lin, 1998).

Entrepreneurial orientation: entrepreneurship means a form of decision making, practice, process and behavior as a leader in entering new markets or new product and service releases (Lumpkin and Dess,1996; Wiklund and Shepherd, 2003).

Business Environment: the modern era must analyze the internal and external environment to use in making strategic decisions and planning which is considered an important step of establishing a small business. The study of general environment will help entrepreneurs understand and able to prepare the situation in advance in order to respond to changes in various factors influencing business operations, as well as helping to prevent or use strategies to change limitations into competitive advantages (Shane & Venkataraman, 2000).

Competitiveness means results from production processes and or management which can be compared with the standard target of past performance or compared with other organizations. In this regard, the ability measurement will be measured from the operation result. It can be measured in many dimensions including the following measurement criteria 1. Financial criteria such as profits and

return on investment 2. Marketing criteria such as market share and sales growth (Bharadwaj, et al., 1993) 3. Other criteria including productivity, product quality development, production rate, product delivery, return rate of customers and customer satisfaction. Amornpinyo (2013). measured the success of a sustainable business by measuring from colleagues, happiness to work, testimonials from customers, profits (Walker & Brown, 2004, pp. 577-594), number of new innovations increased in the organization, (Lahiri and Narayanan, 2013) and increased customer satisfaction in both products and services received from the business.

The literature review can be summarized the research framework shown in Figure 1

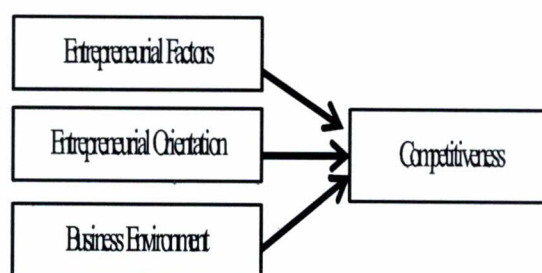


Figure 1: The Conceptual Framework Used in the Research

III. RESEARCH METHODOLOGY

Population / Sample

The population that was used for studying and collecting data in research

consisted of 150 social entrepreneurs focusing on creative products which were agricultural and processed products, manufacture of local fabrics, hotel and accommodation business, and restaurant business. The data were from Phetchabun Provincial Community Development Office. Purposive sampling were applied. In-depth interviews. And participatory observation were applied with chosen case studies.

Research Instruments

Qualitative and quantitative research method were applied in order to use all data for analysis. In quantitative research, the research tool comprised of a questionnaire for the opinion of social entrepreneurs about their ability to compete of social enterprises focusing on creative products in Phetchabun of various variables. The process of developing questionnaires was as follows:

1 Study documents, theories, and research concepts related to the competitiveness of social enterprises focusing on creative products

2 Interview with 9 social enterprise entrepreneurs, focusing on creative products. 3 Analyze data and design the structure of the questionnaire, factors affecting the competitiveness of social enterprises focusing on creative products. Define each sub-topic to have an appropriate proportion. Define the

questionnaire form as a 5 level of rating scales in strongly agree, agree, undecided, disagree and strongly disagree. Open-ended question format was also included for the respondents to write.

4 Draft a questionnaire and check the consistency between each question and the purpose. Prepare various sections, which consist of Part 1 Information about respondents, Part 2 Entrepreneurs' social factors operational factors of the business environmental and the ability of the business

5 Bring the questionnaires to 3 experts to examine the content validity by considering the consistency of the question and the purpose. Then find the Index of Consistency (IOC) and select questions with IOC values from 0.6 - up to get questions (Variable) Total 67 variables

6 The questionnaire was used to test with 37 social entrepreneurship focusing on creative products in Phetchabun. The questionnaire was analyzed and evaluated the reliability, Coefficient Alpha according to Cronbach's formula. The questionnaire was improved until the reliability of the questionnaire was .88 and consisted of 67 variables.

Data Collection

There are 2 types of data collected which are 1) Primary data collected by interviewing using questionnaires and participatory observation. 2) Secondary

data from literature reviews and related research

Data Analysis

The hierarchy of the data analysis process is the creation of correlated metrics between variables. Factor Extraction Orthogonal Rotation with Varimax Method, Factor loading and Naming of Main Components, respectively.

VI. RESULTS

In this factor analysis, it is an exploratory factor analysis. This is to study the relationship between variables, reduce the number of variables and create a new variable called Factor. It is a statistical analysis technique of research. The objective is to reduce the number of variables in describing what we have studied. This is for the reason that some variables may be related and therefore have the same characteristics in describing the data. Further, some variables may not be grouped together with any other variables, so they must be excluded. The related variables grouped together are known as "Composition or factor" (Wanichbancha, 2009). The symbol and definition of variables used in the research consists of 67 variables. They are classified into 12 variables in entrepreneurial factors, 32 variables in entrepreneurial orientation, 12 variables in business environment and 13 variables in

business succeed shown in Table 1.

Table 1. Social Entrepreneurship Characteristics of Being Appreciated by Others.

ตาราง

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