

The Innovative Entrepreneurs of Processed Agricultural Products (PAPs) Prototyping in Thailand

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Abstract:

This research aims to (1) to the situation of processed agricultural products (PAPs) farmer groups in Thailand(2) to prototype innovative entrepreneurs of processed agricultural products (PAPs) in Thailand (3) to the prototyping with the 55 selected processed agricultural products (PAPs) farmer groups in Thailand(4) to evaluating and learning lessons from the innovative entrepreneurs of processed agricultural products (PAPs) in Thailand. this research integrated qualitative and quantitative research techniques. for qualitative by SWOT, content and In-depth interview focus group and reliable questionnaire, as an instrument to the quantitative research. the samples collected were 1,650. the data were analyzed by using descriptive statistics of percentage, mean and inferential statistics of confirmatory factor, path and structural equation modeling (SEM).

The research revealed that: (1) processed agricultural products (PAPs) farmer groups in Thailand be ready to be entrepreneur business and ready to develop potential (2) the constructed model innovative entrepreneurs of processed agricultural products (PAPs) in Thailand corresponded with the empirical evidence of all variables ($\chi^2=67.26$, $df=51$, $\chi^2/df=1.31$, $P=0.12$, $RMSEA=0.01$)(3)the apply model with the 55 selected processed agricultural products (PAPs) farmer groups in Thailand increased sales at high level, developed products have increased value, Increased production efficiency, reduce production cost per unit and the reduction of losses can result in more sustainable business growth. (4) processed agricultural products group in Thailand. can use machines to process agricultural products, reduce losses, create value-added, links from production, processing, management production integration, marketing, product development and packaging standards and linking production and marketing networks effectively

Keywords: *Processed Agricultural Products, The Innovative Entrepreneurs, Model of Processed Agriculture.*

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I. INTRODUCTION

Currently, the world's economy is slowing down, certain countries are even in recession. In the light of a nation's strength, economics is of essential factors, thus the government encourages investment in varied kinds, especially the initiation of the free trade zone in ASEAN (Office of the National Economic and Social Development Board 2018) Thailand is an agricultural country, most of its population are farmers, therefore agriculture is of importance for Thailand's economy. According to the National Statistics in 2014, Thailand had 12.3

million farmers or 34% of Thai people's career. In the past years, agricultural produce prices are declining due to recessional global markets, thus causing the domestic purchasing power decline. Thai government has employed Thailand 4.0 stratagem to boost value-added agricultural produce and create entrepreneurs of agricultural produce so that Thai farmers can get out of poverty. In accordance with National Statistical Office 2013, 40% of Thai population is in the agricultural sector, yet they possess agricultural property only 114.6 million rai (35.7% of Thailand's land proportions) according to National Farmers Council, farmers are divided into