

## 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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### ABSTRACT

The objectives of this research are to study concepts related to creating added value in products of community enterprise entrepreneurs for community economic development and to study the elements of value-added factors in the products of community enterprise entrepreneurs to promote the creation of community economic development. It is based on concepts, theories and related research. The results of the study showed that the concepts involved in creating added value in the products of community enterprise entrepreneurs for community economic development 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) and (4) the component of developing the potential to create added value in products of community enterprise entrepreneurs to promote the creation of community economic development. For the components of value-added creation factors in the products of entrepreneurs, community enterprises promote the creation of community economic development. In studies, concepts, related theories and related research, there are 7 variables: (1) Product, (2) Process, (3) Personnel Operation, (4) Human Resource Learning, (5) Remuneration of Personnel, (6) Strategy Alignment, and (7) Information Technology Acceptance.

**Keywords:** Value added creation, Community enterprise entrepreneurship, Community economic development

### 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).

The government has made efforts to restructure the economy at all levels to be in line with economic policy, creative, industrial, small, and medium enterprises, and community enterprises. This is a community business related to the production of goods, services, or other operations by a group of persons who have ties to, have a common way of life and gather to conduct such business, either as a juristic person or not as a juristic person, to generate income for the family, the community, and between communities, along with self-reliance. All activities are eaten and used as substitutes for buying from the market. It is the management of the production and consumption system that exists in daily life, such as managing rice, fruits, or other things that the community can do by themselves without hassle to replace purchases, reducing expenditure and also helping to strengthen the community economy. It also reorganizes the economy into a realistic base in the community. Therefore, community enterprises are important in building a stable base for the country by stimulating a strong grassroots economy and distributing career opportunities to create income-generating jobs and reduce the burden of expenses so that most of the country's citizens can be self-reliant (Anuphan, N., 2019: 4).

Therefore, if we can know the relevant concepts to create added value in the products of community enterprise entrepreneurs for community economic development. By knowing the value-added factors in the products of community enterprise entrepreneurs, promoting community economic development, community enterprises that are ready to be promoted and developed from community businesses to developing into small and medium-sized enterprises will be able to create economic growth under the capitalist economy and be competitive.

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**

(1) To study concepts related to creating added value in products of community enterprise entrepreneurs for community economic development.

(2) 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) and (4) the component of developing the potential to create added value in products of community enterprise entrepreneurs to promote the creation of community economic development. 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

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	-	-	-	-	✓	-	✓	✓

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:

Variables, components, factors that create added value in products of community enterprise entrepreneurs promoting community economic development include:

**Component 1: Product** 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** It can be concluded that the level of performance of personnel in the organization in proposing new service processes or improving existing service processes. Public relations process and management method modification process to occur in the organization in response to customer satisfaction.

**Component 3: Personnel Operation** in conclusion, the level of performance of the organization in organizing activities for personnel to increase operational skills. Satisfaction, security, safety, motivation and a positive attitude to work reflect the value and importance of workers.

**Component 4: Human Resource Learning** concludes that the level of learning of personnel in the organization in expressing enthusiasm, creativity, application of information technology and acceptance of personnel. To implement information technology systems in the organization in response to service process improvements.

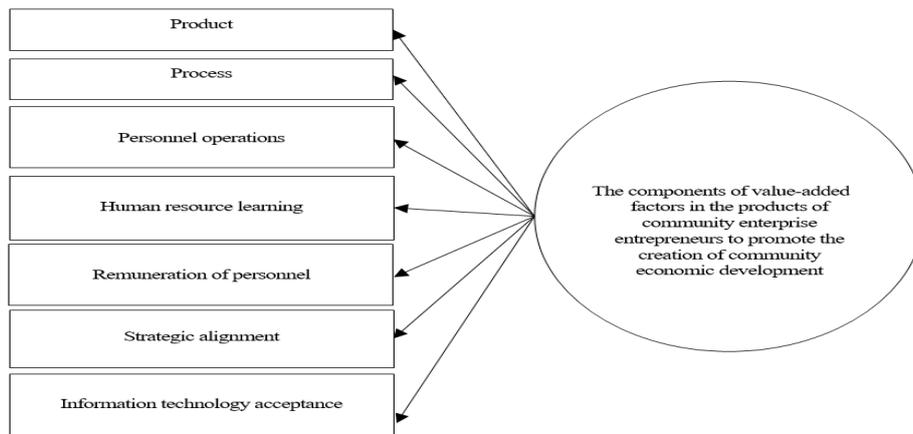
Component 5: Remuneration of Personnel in conclusion, the operational level of the organization in managing the remuneration, benefits, items, rewards to personnel in the organization according to their duties and performance.

Component 6 : Strategy Alignment summarizes the level of performance of personnel in an organization, in planning or aligning a good strategy to support the service strategy of the organization. Both in operation, reducing service procedures and delivering services.

Component 7 : Information Technology Acceptance concludes that the approach or method of information technology management of the organization in making decisions, changes, 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.

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

**Figure 1**  
Elements of value-added factors in products of community enterprise entrepreneurs promoting community economic development.



**CONCLUSION**

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), Damanpour & Gopalakrishnan (2001), Oke (2007) , Chen & Tsou (2007) , and Camison & Monfort-Mir (2012) . 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), Chan et al. (1998), Alam (2006), Chen & Tsou (2007) and Camison & Monfort-Mir (2012). 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.

Component 3: Personnel Operation corresponds to the findings of Sundbo (1997), Chan et al. (1998), Uchupalanan (2000), Damanpour & Gopalakrishnan (2001) and Oke (2007). 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), 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), Damanpour & Gopalakrishnan (2001), Chen & Tsou (2007) and Camison & Monfort-Mir (2012). 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.

Component 5: Remuneration of Personnel corresponds to the findings of Sundbo (1997), Chan et al. (1998), Chen & Tsou (2007) and Camison & Monfort-Mir (2012). 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), Chen & Tsou (2007) and Camison & Monfort-Mir (2012). 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) and Camison & Monfort-Mir (2012). 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.

## SUGGESTION

The study of the components of value-added factors in the products of community enterprise entrepreneurs to promote the creation of community economic development. We have suggested applying the findings in 2 parts as follows:

1. Policy recommendations on potential development to create added value in products of community enterprise entrepreneurs to promote community economic development as follows:

1.1 The product, community enterprises should build trust in the quality and service about the product to be accepted. New products are offered, such as product sales packages are organized in conjunction with tourism.

1.2 The process should develop new products of community enterprises, such as product promotion, price reduction, giveaways, etc. Presenting new products to different customers, such as notifying customers of new product listings.

1.3 Personnel Operation aspects of community enterprises should be community enterprises with guidance or training to members of community enterprises. Community enterprises assign tasks that match their knowledge and abilities to members of community enterprises.

1.4 In terms of Human Resource Learning, members of community enterprises should accept the adoption of new information technology systems to community enterprises, members of community enterprises apply information technology in the work of community enterprises.

1.5 In terms of Remuneration of Personnel of community enterprises, community enterprises should appreciate or commend members who do good work to be good role models for members of community enterprises.

1.6 The adoption of Information Technology Acceptance, community enterprises should budget for the procurement of technological equipment. To be adequately applied to the operation. Community enterprises install an easy-to-use internet system to communicate and facilitate the work of members of community enterprises.

1.7 In terms of Strategic Alignment, community enterprises should apply value-added strategies in products to reduce the process of offering services or products to customers. Community enterprises plan strategies to create added value in products to promote community economic development.

## 2. Suggestions for next research

2.1 Other latent variables that may affect the development of value-added potential in community enterprise entrepreneurs' products should be studied, such as happiness at work, motivation at work, etc.

2.2 Other observation variables that may affect the development of value-added potential in products of community enterprise entrepreneurs should be studied, such as perception of justice within the organization, organizational climate, job characteristics, etc.

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