

## CONTENT

ABSTRACT.....	i
ABSTRACT CHINESE .....	iii
ACKNOWLEDGMENT.....	v
CHAPTER 1. INTRODUCTION .....	1
1.1 Research background and meaning .....	1
1.1.1 Topic background.....	1
1.1.2 Research purposes and meaning .....	1
1.2 Related literature review.....	2
1.2.1 Description of regional economic integration.....	2
1.2.2 ASEAN plays a leading role in regional integration.....	4
1.3 Research ideas and methods .....	5
1.3.1 Thesis ideas .....	5
1.3.2 The main research framework.....	5
1.3.3 Research methods .....	6
1.4 Innovations and Inadequacies in this paper.....	6
CHAPTER 2 RELATED THEORIES OF THE STUDY .....	7
2.1 Regional Economic Cooperation Theory.....	7
2.1.1 The concept of economic integration.....	7
2.1.2 Regional economic integration organization form.....	8
2.1.3 About Common Market Theory .....	10
2.2 Basic Theory and Connotation of Enterprise Management .....	10
2.2.1 The connotation of enterprise management .....	11
2.2.2 The role of business functions in enterprise development.....	12
2.2.3 The role of management environment in enterprise development.....	13
2.3 Corporate development strategy theory .....	15
2.3.1 The connotation of enterprise development strategy .....	15
2.3.2 SWOT Analysis.....	16
CHAPTER 3 THE STATUS OF THAI BUSINESS MANAGEMENT .....	17
3.1 The basic situation of Thai business management.....	18
3.1.1 Thai Governance and Political Characteristics .....	18
3.1.2 Economic Characteristics of Thailand .....	18
3.1.3 Thai Social and Cultural Characteristics .....	20
3.2 Key Issues and Factors in the Development of Thailand's Business Management .....	20
3.2.1 Unstable political situation.....	20
3.2.2 Thai companies attach low importance to research and development.....	21
3.2.3 The complexity and repetition of the tax system .....	22
3.2.4 The internal management system of the enterprise is incomplete .....	23
3.2.5 Serious Infringement of Intellectual Property Rights .....	23
3.2.6 Serious bribery and corruption problems.....	24
3.2.7 Aging problem.....	24
CHAPTER 4 IMPACT OF THAI ENTERPRISES JOINING ASEAN ECONOMIC COMMUNITY AND SWOT ANALYSIS .....	25
4.1 Thailand Enterprises Are Constrained from Joining ASEAN Economic Community.....	26
4.2 Impact of Thai Enterprises Joining ASEAN Economic Community.....	26
4.2.1 Positive impact.....	26

4.2.2 Negative Effects .....	27
4.3 SWOT Analysis of Thai Enterprises Joining ASEAN Economic Community .....	28
4.3.1 Advantages of Thai Enterprises Joining ASEAN Economic Community ..	28
4.3.2 The disadvantage of Thai companies joining the ASEAN Economic Community.....	29
4.3.3 Opportunities for Thai Enterprises to Join ASEAN Economic Community .....	31
4.3.4 The Challenge of Thai Enterprises Joining ASEAN Economic Community .....	32
<b>CHAPTER 5 EXPERIENCES AND IMPLICATIONS FOR EUROPEAN NATIONAL ENTERPRISES TO JOIN EUROPEAN ECONOMIC DEVELOPMENT.....</b>	<b>33</b>
5.1 About the EU Economic Community .....	33
5.1.1 EU Concept .....	33
5.1.2 European Single Market.....	34
5.1.3 Economic System of EU Member States .....	35
5.2 Experiences of Business Development in Countries under the European Economic Community .....	35
5.3. The EU is Worth Where ASEAN and Thai Enterprises Learn.....	37
5.3.1 EU deserves reference from ASEAN companies.....	37
5.3.2 EU deserves reference from Thai companies.....	38
<b>CHAPTER 6 CONCLUSIONS AND SUGGESTIONS.....</b>	<b>39</b>
6.1 Conclusion .....	39
6.2.1 Countermeasures and Recommendations of the Thai Government in Support of Economic Integration.....	40
6.2.2 Countermeasures and Suggestions for the Development of Thai Enterprises .....	41
<b>REFERENCE.....</b>	<b>44</b>

## TABLE

Table 2-1: The cost of sale drug products forming diagram .....	9
Table 3-1: Problems affecting the development of Thailand .....	21
Table 3-2: R & D spending as a percentage of GDP in Thai .....	22
Table 3-3: Entity tax.....	22
Table 3-4: Total number of elderly & Percentage of population.....	25
Table 5-1: Comparison between EU and ASEAN .....	38

## FIGURE

Figure 2-1: Feedback and Requiements .....	12
Figure 2-2: The Ratio of Thailand's GDP in 2015 .....	17
Figure 5-1: Actual and synthetic real per capita GDP and real per worker GDP in the 1973 EU enlargement.....	36
Figure 5-2: Large European Companies Rely on Diversified Development to Core Area Development .....	37