

THE SETTING-UP OF THE STRATEGY ON THE CLUSTER MANAGEMENT OF THE ENVIROMENT-FRIENDLY ALTERNATIVE ENERGY

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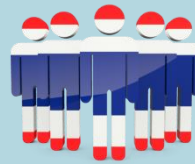
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THAILAND

According to the survey carried out by the Registrar Office of Department of the Interior as of 31 December, 2016,



Thailand has its population of **66,000,000**

The number of the industrial factory is **150,000**

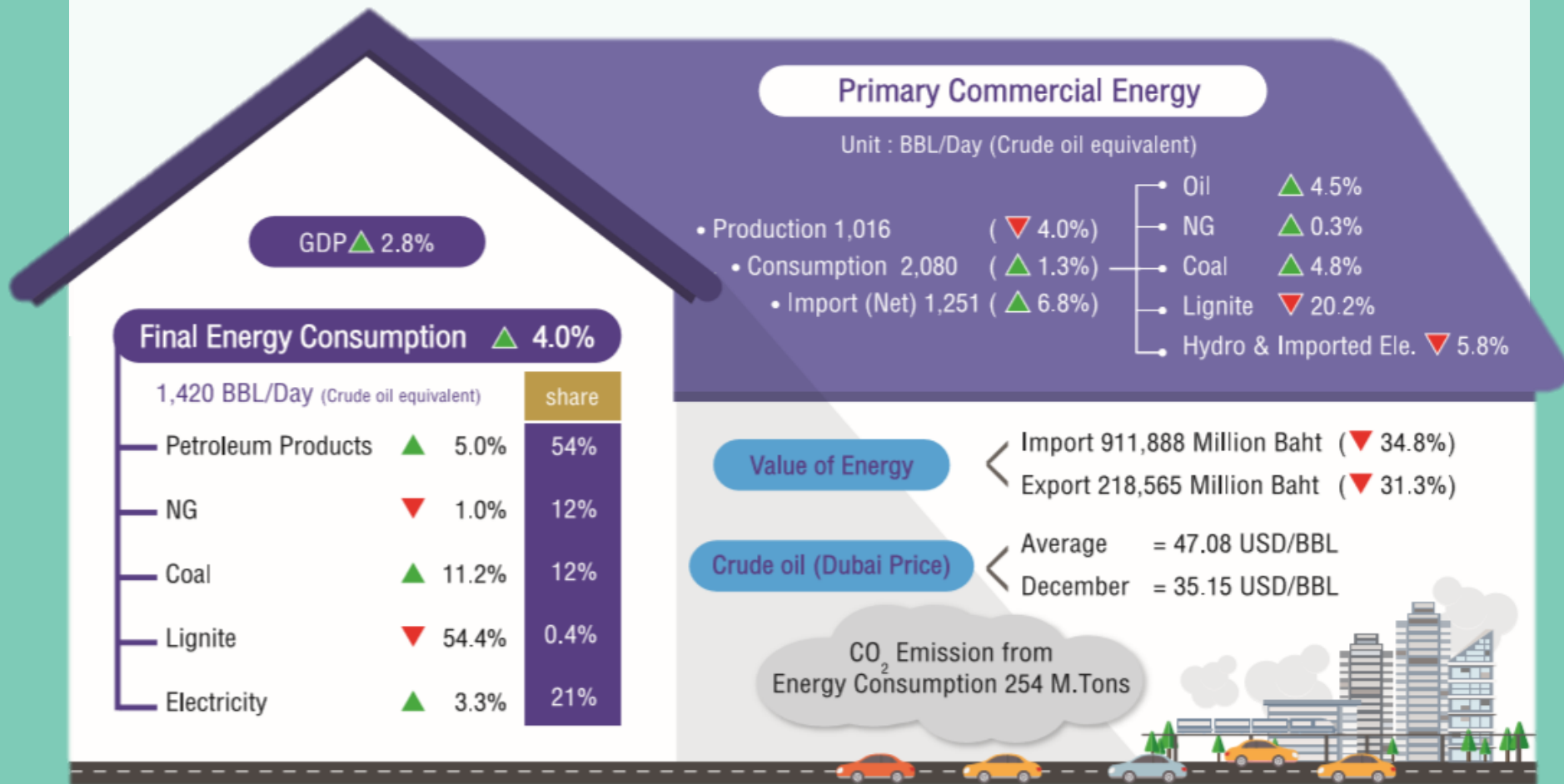
(The National Statistics Office, 2014)

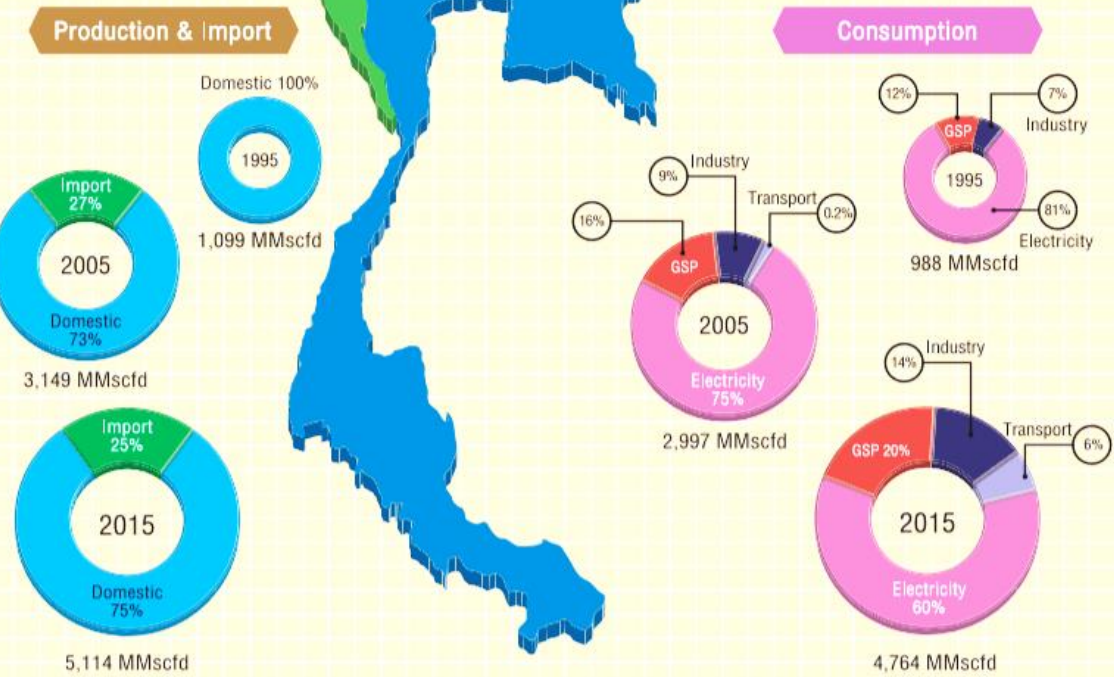
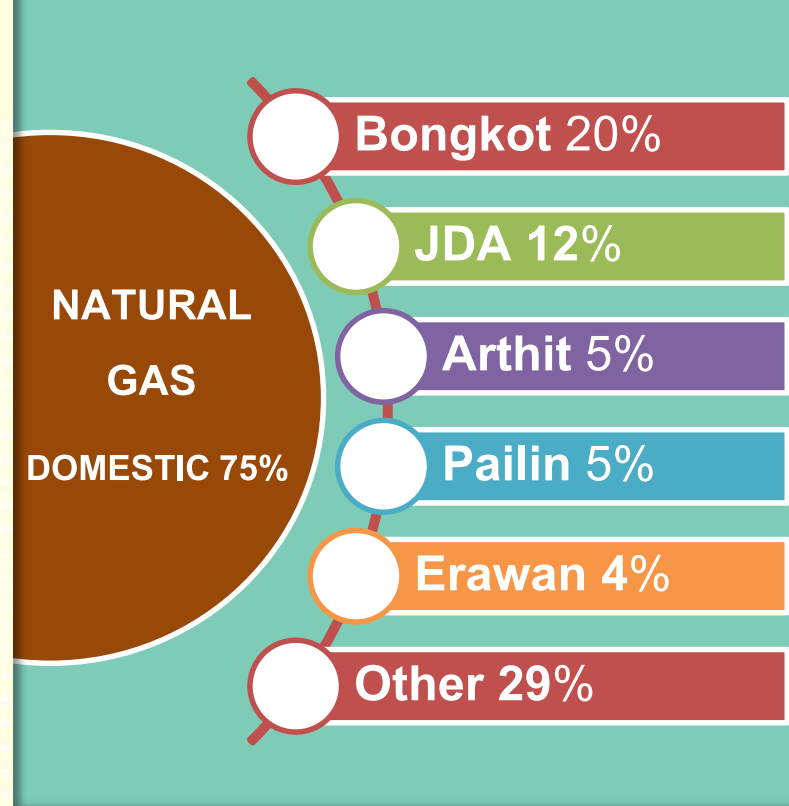
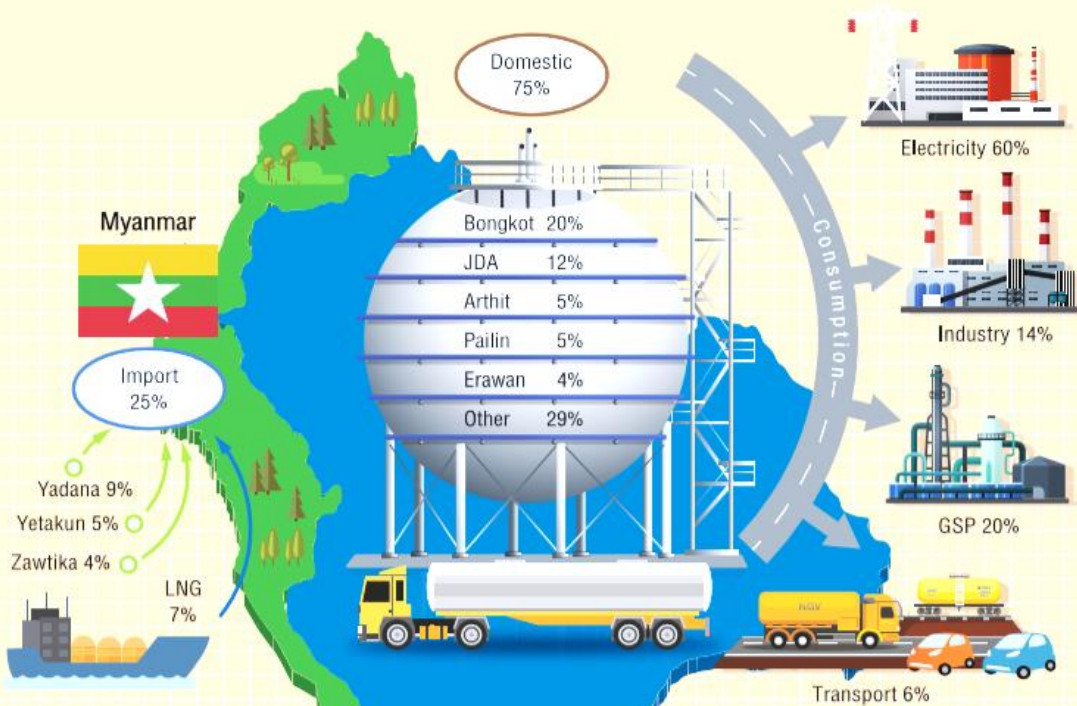


Due to these numbers, Thailand's amount of the electricity power is increased not less than 1,200 Megawatt accordingly.

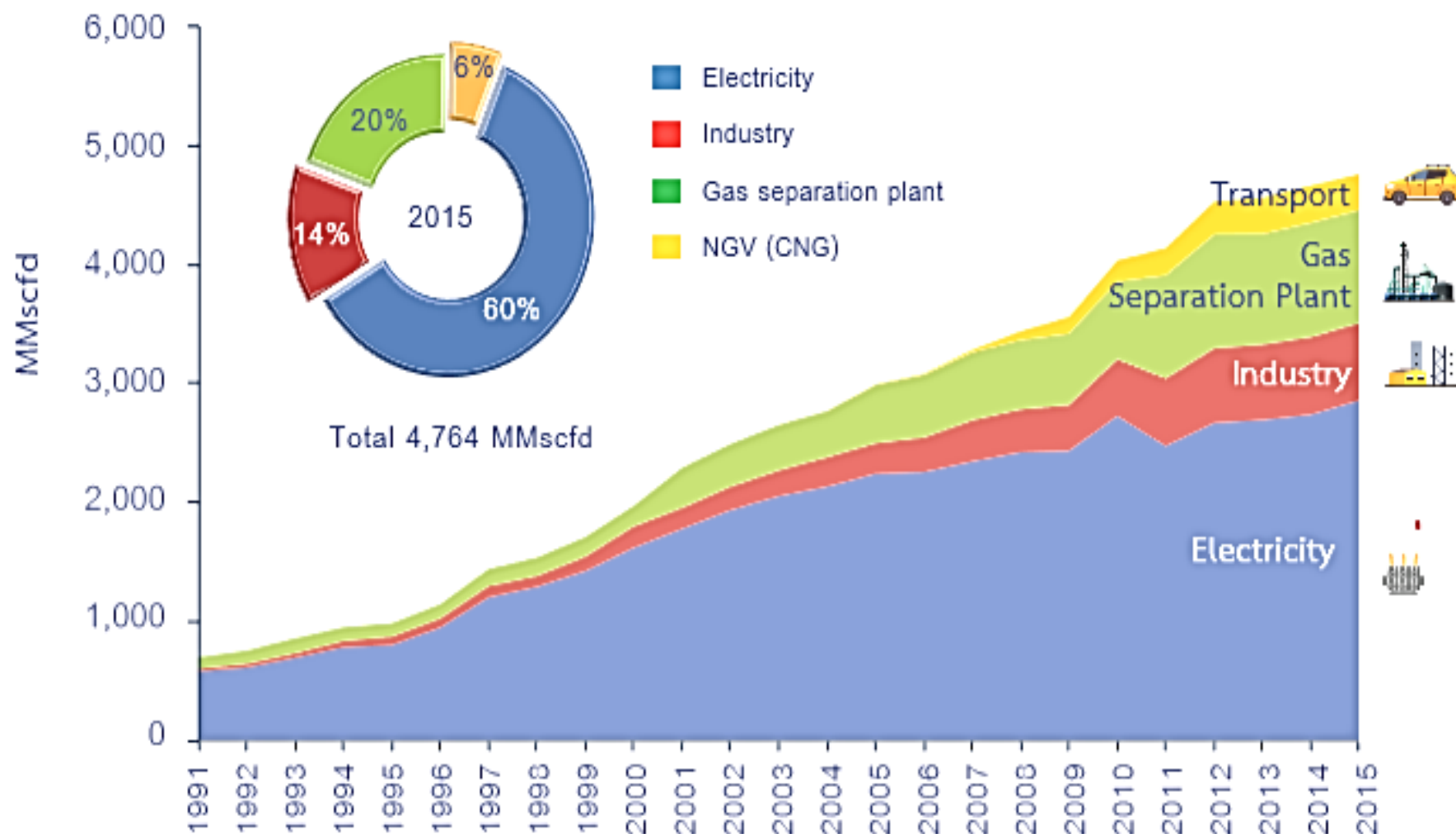


At present, Thailand has the increasing number of the power plant but it is not enough for the consumption. Importing the fuels to generate the electricity power is still done such as the natural gas of which the value of the import is up to 900,000 million Thai baht. (The 2015 Annual Report of the Office of Policy and Energy Plan).

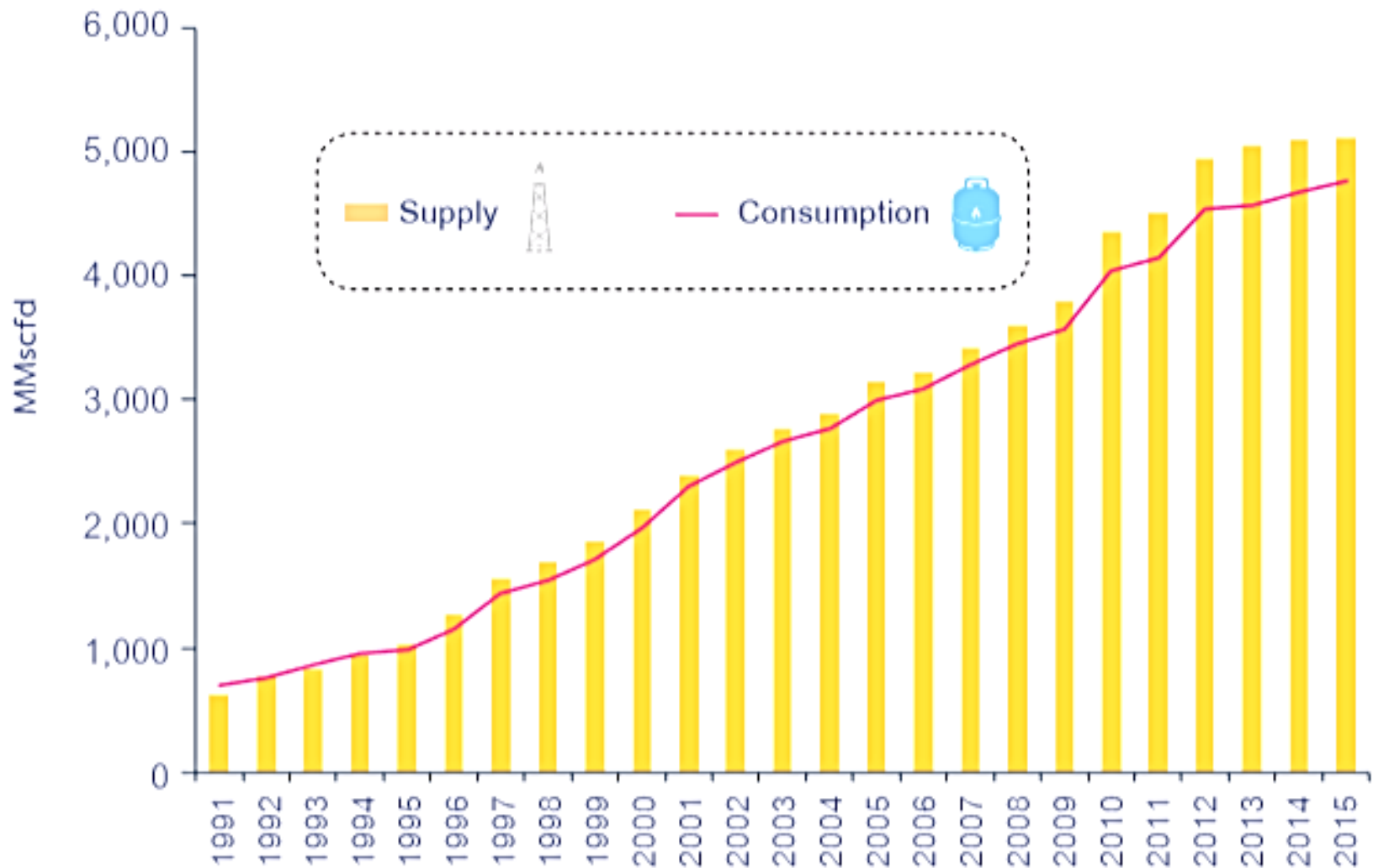




NATURAL GAS CONSUMPTION BY SECTOR



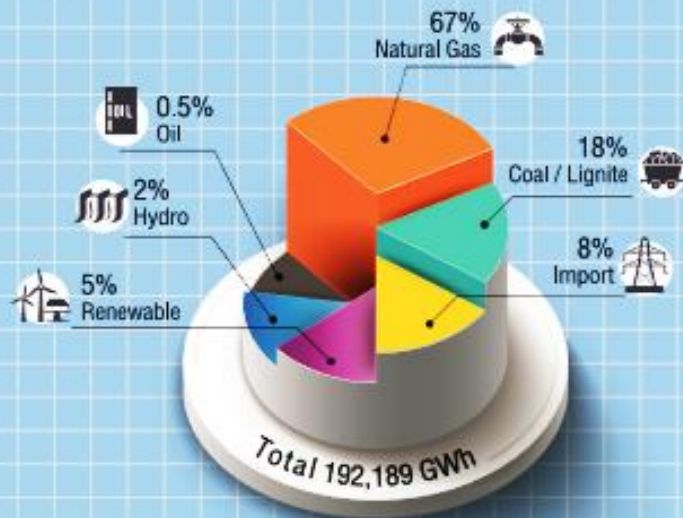
NATURAL GAS SUPPLY AND CONSUMPTION



System Generating Capacity as of December 2015



Share of Power Generation by Fuel Type in 2015



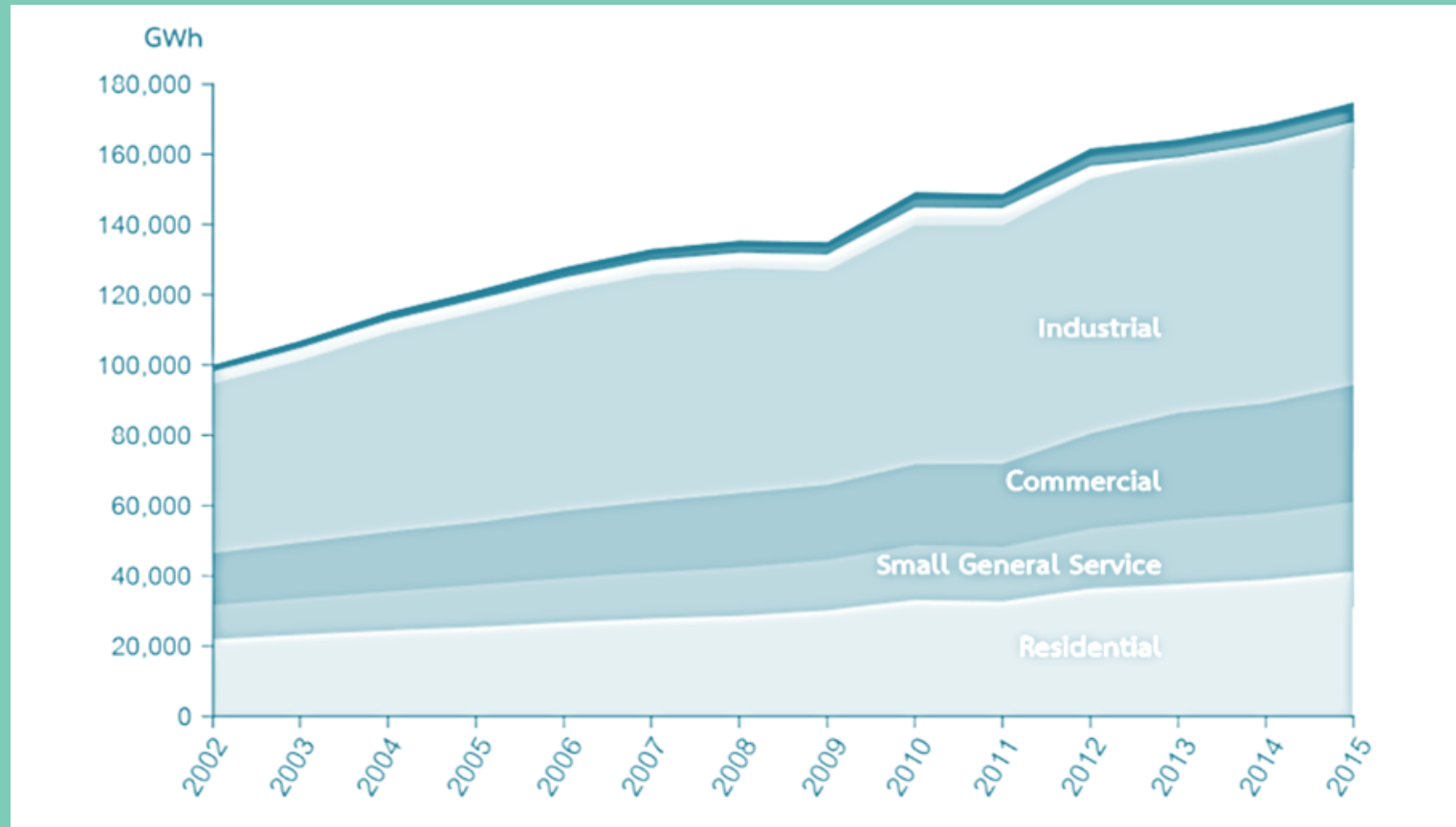
Share of Electricity Consumption by Area in 2015



Share of Electricity Consumption by Sector in 2015



ELECTRICITY CONSUMPTION BY SECTOR



Share of Electricity Consumption in 2015

							
Residential	Small General Service	Commercial	Industrial	Non-profit Organization	Agriculture	Free of Charge	Others
23.6%	11.3%	19.0%	42.8%	0.1%	0.2%	1.6%	1.4%

The study on the setting up of the strategic plans on the cluster management of the environment-friendly alternative energy is then conducted with its aims to study

1

The policy on the cluster management of the environment-friendly alternative energy.

2

The relationship between knowledge and attitude of the higher education students towards the setting up of the strategic plans on the cluster management of the environment-friendly alternative energy.

3

The recommendations for the setting up of the strategic plans on the cluster management of the environment-friendly alternative energy.





The sample of this study are those 450 Ramkhamhaeng university student studying in the Faculty of Business Administration.

A questionnaire on the attitude towards the setting up of the strategic plans on the cluster management of the environment-friendly alternative energy was utilized in the data collection.

It is revealed that the policy for the setting up of the strategic plans on the cluster management of the environment-friendly alternative energy which responds to the Thailand 4.0 policies of the country and relates to the Thai industry 4.0 development strategy for 20 years (2017-2036) comprises the wealth-driving mechanism:



The driving mechanism through innovation.

The driving mechanism through participation creation.

The driving mechanism through sustainable environment-friendliness respectively.



For the study on the relationship between knowledge and attitude of the students towards the setting up of the strategic plans on the cluster management of the environment-friendly alternative energy, two factors are found:

THE INTERNAL ENVIRONMENT FACTOR

THE EXTERNAL ENVIRONMENT FACTOR

THE INTERNAL ENVIRONMENT FACTOR

Most students are knowledgeable on the cluster management of the environment-friendly alternative energy at the medium level.

The attitude towards the cluster management of the environment-friendly alternative energy is at the high or good level.

Their knowledge positively relates to their attitude towards the setting up of the strategic plans on the cluster management of the environment-friendly alternative energy and the followings are heavily focused on: vision and goal.

The merging of the environment-friendly alternative energy cluster groups plays the critical roles for the industry sector and is beneficial for the country's industry sector.

THE EXTERNAL ENVIRONMENT FACTOR

for the external environment factor, it is found that the process factor of the cluster strategy is at the highest level such as the

- economic
- social
- and cultural factors

which help drive the setting up of the strategic plans on the cluster management of the environment-friendly alternative energy with the opinion that the setting-up of the strategic plans, the implementation, and the evaluation are extremely significant for the cluster strategy of the environment-friendly energy.

THE RECOMMENDATIONS

For the recommendations, it is found that to set up of the strategic plans on the cluster management of the environment-friendly alternative energy,



“The dissemination of the knowledge on the cluster management of the environment-friendly alternative energy should be done to ensure the process is inclusive and equitable”



And the network to connect the energy industry clusters throughout all sectors both within the country and abroad should be made through the promotion of the exchange of the body of knowledge and the new innovation in order to help develop the energy cluster strategy which is sustainably environment-friendly including the cooperation on law, tax measurement, alliance trade promotion,



And research grants support for the higher education institutions in order that all sectors can participate in making the setting-up of the strategy much more efficient for the country development at international standard.



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