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Table 2: Packaging of Different Types of Rice

1) Jasmine Rice 105; Fragrant and has softer texture	2) Sangyod Rice; High vitamin E
3) Red Jasmine Rice; Low sugar content; especially suitable for diabetes patients	4) Riceberry; High antioxidant content
5) Aromatic Black Rice (Hom-Nin); High in fiber content, suitable for people who are on diet.	



คุณ



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**ADDING VALUE IN PRODUCT DEVELOPMENT:
A CASE STUDY OF YOUR RIGHT RICE**

Phitphisut Thitart¹

Abstract

Rice was a staple food for Thai people. It directly affected health. Thus, it would be better if consumers could choose the types of rice they wish to consume. Each kind of rice had different nutritional values. Aiming to create a rice portfolio that indicate nutritional values of different kinds of rice, the Your Right Rice Project concept experimented with nutritional values and phytochemicals of rice. Other objectives of this project were to create product standard for reliability, to add value and to improve the image of brands of rice in the market. The result divided rice into five categories, namely: 1) Jasmine rice 105; 2) Sangyod rice; 3) Red Jasmine rice; 4) Riceberry rice; 5) (n). Each were distinguished by unique textures and nu

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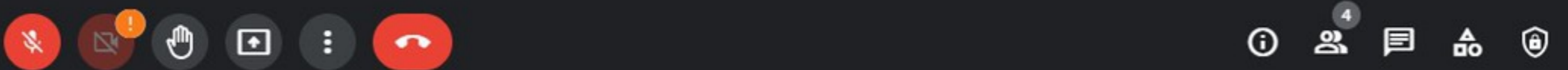
THE EFFECT OF GREEN SUPPLY CHAIN MANAGEMENT PRACTICES ON PERFORMANCES OF HERB MANUFACTURERS IN THAILAND

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ABSTRACT

The objectives of this research are to 1) study the levels of green supply chain management practices (GSCMP), environmental performance, (ENP), operational performance (OPP), and organizational performance (ORP) and 2) study the effects of GSCMP, ENP, OPP, and ORP on each other in the context of herb manufacturers in Thailand. The study used quantitative method research. The sample in the quantitative research was 340 Thailand herb manufacturers, arisen from stratified sampling by area. The instruments used in the research were questionnaires. The statistics used for quantitative data analysis were frequency, percentage, mean, standard deviation, confirmative factor analysis and structural equation modeling. The findings revealed that the levels of GSCMP, ENP, OPP, and ORP were at a high level. In addition, GSCMP had a direct positive effect on ENP and OPP and a positive indirect effect on OPP and ORP with mediation effects of ENP and OPP, respectively. Besides, ENP had a positive direct effect on OPP and a positive indirect effect on ORP with mediation effect of OPP. Such findings can be a guideline for herb manufacturers to improve their organizational performance. Government agencies, furthermore, can use the study results to formulate a policy for helping entrepreneurs. Academicians and interested people, moreover, can bring the research results to study and

KEYWORDS: Green Supply Chain Management Practices, Environmental Performance, Operational



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Omni-Channel, Change Management and Competitive Advantage to The Organization Performance for Entrepreneurs Modern Trade

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Abstract

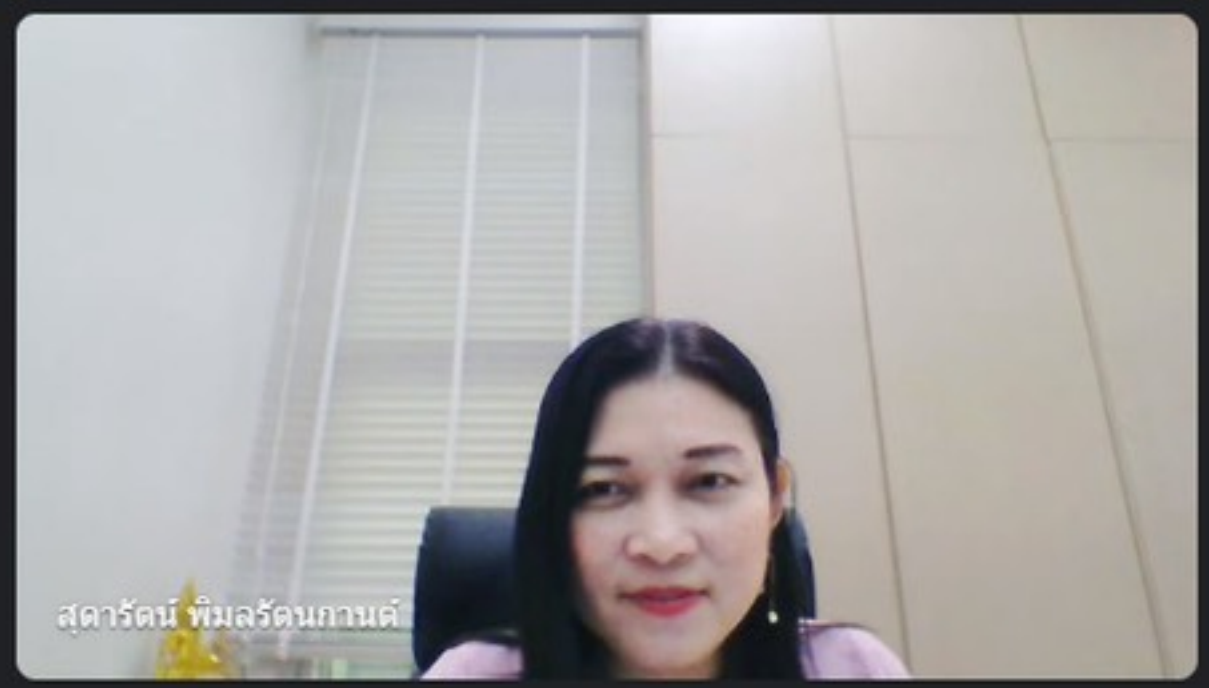
This research aimed 1) To study the Omni-Channel, Change Management, Competitive Advantage, Organization Performance for Entrepreneurs Modern Trade 2) To study the influence of the Omni-Channel that influence the Change Management and the Competitive Advantage 3) To study the influence of the Change Management, Competitive Advantage that influence the Organization Performance.

The samples used in this research is the Entrepreneurs Modern Trade in Thailand. The total number of 400 questionnaires were used. The statistics for the data analysis is the percentage, mean, standard deviation, correlation coefficient. And the hypothesis testing by using the statistical regression analysis.

According to the study results, the researcher founded that Omni-Channel, Change Management, Competitive Advantage, and Organization Performance in overall were a very good level. The hypothesis testing found that Omni-Channel has a positive influence with the Change Management. Features of the Omni-channel had a positive influence on the Competitive Advantage and Organization Performance.

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