

Pestle Analysis Of Thailand

Bang Chan traces the changing cultural characteristics of a small Siamese village during the century and a quarter from its founding as a wilderness settlement outside Bangkok to its absorption into the urban spread of the Thai capital. Rich in ethnographic detail, the book sums up the major findings of a pioneering interdisciplinary research project that began in 1948. Changes in Bang Chan's social organization, technology, economy, governance, education, and religion are portrayed in the context of local and national developments.

Asia is increasingly taking on a leading role in the fields of Good Clinical Practice (GCP) and ethics, two areas that are central to clinical research practices worldwide. Clinical research in Asia examines the evolution of these key sectors in the Asian countries where the greatest developments are taking place, offering valuable perspectives on a wide range of issues affecting clinical research. Following an introduction that provides an overview of the topic and its strengths and weaknesses, each chapter of the book is devoted to clinical research in a specific country, focusing on issues including the history and evolution of clinical research, clinical trials and regulatory aspects. The chapters also offer a perspective on future trends in clinical research in each country. The book concludes with a discussion of the importance of political, economic, socio-cultural, technological, legal and environmental factors (PESTLE analysis). Analysis from a leading and highly respected professional in the sector An overview of country-specific regulatory environments Discussion of challenges and solutions for clinical research Social sciences have always been an important tool that enables human beings to examine and understand society.

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Through social sciences, researchers gain understandings of social phenomena and changes by providing commentaries, producing explanations, and attempting to synthesize a diversity of information sets to formulate theories. Since the concept of change has been the hallmark of the new millennium, researchers have witnessed a transformation in every aspect of the modern world at an ever-increasing speed, particularly in the social facet of human life. Ways of thinking that had previously been upheld and taught may, therefore, no longer be appropriate or effective as tools to understand contemporary phenomena and changes. The Handbook of Research on Current Trends in Asian Economics, Business, and Administration is a critical reference source that examines different aspects of social sciences, management, sociology, and education to better understand today's society and social life in the Asian context. The book identifies trends, impacts, and implications of disruptive technologies for business and socio-economic development as well as strategic advantage on different levels of business and administration. Covering topics that include e-commerce, green management, information technology, economic growth, and distance learning, this book is essential for economists, academicians, government officials, policymakers, social scientists, managers, leaders, behavioral scientists, academicians, researchers, and students.

Country Analysis Report: Thailand, In-depth PESTLE Insights Issues and Trends in Interdisciplinary Behavior and Social Science Proceedings of the 6th International Congress on Interdisciplinary Behavior and Social Sciences (ICIBSoS 2017), July 22-23, 2017, Bali, Indonesia CRC Press

Through 18 chapters, this book draws on policy lessons from successful countries that have managed to overcome political economy constraints and reach upper-middle-income

emerging market economy status to examine how Senegal can achieve per capita growth rates of four to five percent per year over a 20-year period, as well as lessons for other low-income countries. Contributors working in academia, civil society, and government in Senegal, as well as at the World Bank, in peer countries like Mauritius, Morocco, and Seychelles, and the International Monetary Fund, address creating a sound, balanced, and efficient fiscal framework through new revenue-raising measures, expenditure rationalization, and more efficient public investment; promoting an inclusive and deeper financial sector; relieving constraints on doing business and promoting private investment, including foreign direct investment; and achieving high, sustained, and inclusive growth. They discuss Senegal's macroeconomic environment and what it means to be an upper-middle-income emerging market economy, including the country's industrial framework, the Plan Senegal emergent growth targets, and dimensions of inclusive growth; revenue mobilization, public expenditure efficiency and rationalization, and debt sustainability; ways to make Senegal's financial system more stable, deeper, and more inclusive in the context of the West African Economic and Monetary Union; aspects of structural reform in the country and ways to implement reforms to achieve growth; and social inclusion and protection in Senegal.

For anyone faced with the challenge of making strategic decisions, this book will show readers how to choose the strategic models best suited to their needs.

Hospitality industry is growing at a rapid pace. The improving cross-country relations have resulted into boom in the Travel and Tourism Industry and its services. This book gives a comprehensive account on tourism industry of India, at large, and the world, in general. From hotel to transportation (airways, railways and roadways), the book delves on

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services that helps in managing a tour efficiently. It also talks about tourism's role in revenue generation, and trade forming an integral part of the tourism industry. The book discusses the topics like sustainable tourism and contemporary trends being followed in tourism, hotel and aviation industry today. Designed as a text for the students of hospitality management, the book is equally beneficial for the students pursuing a diploma level course in travel and tourism management. Besides, the book is equally useful for the professionals working in the hospitality industry. What Reviewer says... This book appears to be quite exhaustive and aims to cover all aspects of tourism and travel management. The chapterization of the book is planned in a very scientific manner, i.e. moving from simple or early to complex or advance stages of study in the subject. The text also serve as a learning material for the students enrolled for distance education in Tourism and Travel Management. This text, to a larger extent, covers all the functional area of Tourism, Travel, Hospitality and Aviation Management. Text is designed in such a manner that it not only brings out the challenges but also indicates employment opportunities for trained manpower in this sector. The statistical data and references are up-to-date which will serve as a useful source of information for target audience for this text from all spheres of this business activity. The text also highlights the details of new and emerging trends and study areas of Travel and Tourism like Sustainable Tourism, Community-based Tourism, and so on. The author has completely incorporated the proposed changes to make the text appealing for different segments of academia. —Prof. (Dr.) M. Sajnani, Dean Faculty of Hospitality & Tourism, Director, Amity Institute of Travel & Tourism

Part of a series which aims to reflect the changing face

of the economic climate and business world. The books contain the latest information and thinking in their areas and are specifically focused to the needs of AS, A level and first year undergraduate students.

Economic Development in Ghana and Malaysia investigates why two countries that appeared to be at more or less the same stage of economic development at one point in time have diverged so substantially. At the time of their independence from the UK in 1957, both Ghana and Malaysia were at roughly the same stage of economic development; in fact, Ghana's real per capita income was slightly ahead of Malaysia's. Since then, Ghana's development has been sluggish, while Malaysia's economy has taken off into sustained growth and today, the real per capita income of Malaysia is about five times that of Ghana. This volume examines the pre-colonial and colonial economies of both countries, and the economic policies pursued after independence. In doing so, it aims to identify policies which might have contributed to Malaysia's development and those which might have slowed Ghana's. The authors ask whether lessons can be learned from the successes of countries such as Malaysia. This detailed comparative analysis will be useful to students and researchers of development economics as well as public policy makers in developing countries. It is written in language which makes it accessible to the general reader.

This book examines the ways in which companies create and sustain their competitive advantage. Utilizing a marketing strategy framework which provides you with

the tools and techniques to assess the role of marketing strategy in an organization and to evaluate its impact and contribution.

This book investigates long-term development issues for members of the Association of Southeast Asian Nations (ASEAN). It finds that with the proper policy mix—including domestic structural reforms and bold initiatives for regional integration—ASEAN has the potential to reach by 2030 the average quality of life enjoyed today in advanced economies and to fulfill its aspirations to become a resilient, inclusive, competitive, and harmonious (RICH) region. Key challenges moving forward are to enhance macroeconomic and financial stability, support equitable growth, promote competitiveness and innovation, and protect the environment. Overcoming these challenges to build a truly borderless economic region implies eliminating remaining barriers to the flow of goods, services, and production factors; strengthening competitiveness and the institutional framework; and updating some governing principles. But ASEAN should not merely copy the European Union. It must maintain its flexibility and pragmatism without creating a bloated regional bureaucracy. The study's main message is that through closer integration, ASEAN can form a partnership for achieving shared prosperity in the region and around the globe.

This new edition of Friedman's landmark book explains the flattening of the world better than ever- and takes a new measure of the effects of this change on each of us. Thailand has become well known throughout the world

for wonderful cuisine, great package holidays, sumptuous temples and textiles. Noticeably absent from glossy tourist brochures but equally well known throughout the Western world is Thailand's seedier side - the world of child exploitation, rampant prostitution and AIDS. Thailand maintains its appeal by slipping the ugly and painful out of sight and by promoting women as exotic visual icons through beauty contests, state rituals and the sex trade. This book explores the construction of gender in Thailand and in particular the role Bangkok plays in establishing gender relations for the whole of the country. It examines the historical and cultural processes underlying Thai public culture, including historical theme parks. The author demonstrates how the materiality of the Thai world shapes gender relations and how Buddhism discourages essentialisms, including fixed binary gender identities. Throughout the book, appearances are shown to be critically important, and the essentialism of gender is maintained through display, public presentations, and everyday material practices. Anyone wishing to understand the complexity of Thailand will find this book provides a highly readable and insightful analysis.

This publication reviews the advances in frontier technologies including automation, robotics, renewable energy technologies, electric vehicles, biotechnologies and artificial intelligence and analyzes their economic, social and environmental impact. These technologies present immense potentials for the 2030 Agenda, fostering growth, prosperity and environmental sustainability. They also pose significant risks of

unemployment, underemployment and rising income and wealth inequality and raise new ethical and moral concerns. The Survey identifies policy measures at national levels with the capacity to both maximize the potential of these technologies and mitigate their risks, thereby striking a balance among economic efficiency, equity and ethical considerations

Issues and Trends in Interdisciplinary Behavior and Social Science contains papers presented at the 6th International Congress on Interdisciplinary Behavior and Social Science 2017 (ICIBSoS 2017), held 16—17 December 2017 in Yogyakarta, Indonesia. The contributions cover every discipline in all fields of social science, and discuss many current trends and issues being faced by 21st century society especially in Southeast Asia. Topics include literature, family culture studies, behavior studies, psychology and human development, religion and values, religious coping, social issues such as urban poverty and juvenile crisis, driving behavior, well-being of women, career women, career performance, job stress, happiness, social adjustment, quality of life among patients, the cosmetics business, etc. The issues are discussed using scientific quantitative or qualitative methods from different academic viewpoints.

Seminar paper from the year 2015 in the subject Business economics - Business Management, Corporate Governance, grade: 70 %, Prifysgol Cymru University of Wales, language: English, abstract: Germany is one of the leading car manufacturer industries in the world. The German automotive market convinces customer

preferences around the world with companies like Volkswagen, BMW or Daimler, as confirmed by export rates of 190 billion euro through vehicles and components in 2012 (Frankfurter Allgemeine Zeitung, 2013). The Bavarian automobile manufacturer BMW is one of these highly regarded and venerated automobile brands. The enterprise BMW Group assert their top position in the premium segment with a new record in global sales of about 2.1 million automobiles in 2014. The additional brand MINI could hold the level of its sales from the previous year and, for the first time, Rolls Royce Motor Cars was able to increase the sales over 4.000 units in 2014, and thus assert the position as the market leader in the absolute luxury segment. Hawranek (2008) and Reithofer, chief executive of BMW, (BMW Group, 2015) emphasise that the company remain faithful to its strategy to continuously hold the position as the world's top seller in the premium class. The elaboration will present an environmental analysis of the BMW Group in the automotive industry with help of the principles of a PESTEL-Analysis. After a general overview of the automotive industry in the 21st century in chapter 2, each point of the PESTEL-analysis will be processed separately in chapter 3. The conclusion in chapter 4 includes the results, an overall assessment of the BMW Group and recommendations considering the focus of the business strategy.

This textbook explores the fundamental principles of marketing applied to tourism and hospitality businesses, placing special emphasis on SMEs in the international tourism industry. It includes examples from a wide range

of destinations, from emerging markets to high-income countries. Taking a comprehensive approach, the book covers the whole spectrum of tourism and hospitality marketing including destination marketing, marketing research, consumer behaviour, and digital and social media marketing. Practical in focus, it gives students the tools, techniques, and underlying theory required to design and implement successful tourism marketing plans. Chapters contain in-depth case studies, including companies like Marine Dynamics Shark Tours (South Africa), Reality Tours & Travel (Mumbai, India), and Makeover Tours (Turkey). Thematic case studies include 'Halal Tourism in Southeast Asia', and 'Marketing and Branding Rwanda'. These illustrate key concepts and theory, with definitions, key summaries, and discussion questions providing further insights. This textbook is ideal for undergraduate and postgraduate students looking for a comprehensive text with a practical orientation.

This volume completes the series of reports on the excavations of Ban Non Wat, Noen U-Loke and Ban Lum Khao.

Market access is the process by which a pharmaceutical company gets its product available on the market after having obtained a marketing authorization from a regulatory agency and by which the product becomes available for all patients for whom it is indicated as per its marketing authorization. It covers a group of activities intended to provide access to the appropriate medicine for the appropriate group of patients at the appropriate price (in most countries). Market Access may also be

seen as activities that support the management of potential barriers, such as non-optimal price and reimbursement levels, the restriction of the scope of prescribing for the drug or complicated prescription writing or funding procedures. Since there are cultural differences among countries, any Market Access strategy needs to be culturally sensitive. Pharmaceutical Market Access in emerging markets has been extensively discussed in our previous book, published in 2016. The present book focuses on developed markets with the goal of helping students, academics, industry personnel, government workers, and decision makers understand the environment in developed markets. This second part of the sixth volume of Joseph Needham's great enterprise is an account of the technological history of agriculture, with major sections devoted to field systems, implements and techniques (sowing, harvesting, storing) and crop systems (what has grown and where and how crops rotated). As industrialisation continues to evolve, exacerbating environmental problems such as global warming and climate change have raised the concern across the globe. Road transport is primarily the most notable source of pollution in the world. With the sophistication in environmental technology, a variety of environmentally friendly products have been introduced in the market and hybrid vehicle is highly recommended. However, in Malaysia automotive market demand for hybrid vehicle is still considered very low compared to non-hybrid vehicles and thus to conduct a study on consumer's adoption toward hybrid car is timely. The study investigated the

relationships between marketing mix (4Ps), environmental concern, governmental incentive and purchase intention of hybrid car in Malaysia. A total of 372 valid samples were collected using convenience sampling technique. The Structural Equation Modelling (SEM) by using Smart-PLS was employed to investigate the significance of individual path correlations, measurement model, and overall fit of structural model. The results of the study revealed that marketing mix (4Ps), governmental incentive, attitude, subject norm and perceived behavioural control showed a significant and positive relationship with hybrid car purchase intention. In addition environmental concern exhibits the moderation effect among those relationships.

Reflecting recent major advances in the field, Müller's *Imaging of the Chest*, 2nd Edition, by Drs. Christopher M. Walker and Jonathan H. Chung, remains your go-to reference for all aspects of chest radiology, including the latest diagnostic modalities and interventional techniques. This exhaustive resource begins with a review of normal anatomy, progressing to expert coverage based first on how patients present in clinical practice, then on diagnosis or diagnostic category. This practical, easy-to-use format helps you effectively select and interpret the best imaging studies for the everyday challenges you face in thoracic imaging. Provides extensive new information on lung cancer screening, detailing the technique required to perform a lung cancer screening CT as well as how to interpret these examinations using ACR Lung-RADS. Contains four all-new chapters: Idiopathic pleuroparenchymal fibroelastosis, Interstitial pneumonia with autoimmune features, Non-infectious complications of lung and stem cell transplantation,

and Leukemia. Updates you on recent advances regarding interstitial lung disease diagnosis, diffuse idiopathic pulmonary neuroendocrine cell hyperplasia (DIPNECH), interstitial pneumonia with autoimmune features (IPAF), pleuroparenchymal fibroelastosis, and much more. Explains the recent CT classification in usual interstitial pneumonia/idiopathic pulmonary fibrosis (UIP/IPF) diagnosis and what features are required to correctly categorize a CT into one of four specific patterns. Covers current topics such as bacterial, viral, fungal, and parasitic infections, and new staging and histologic classifications for various lung neoplasms including lung cancer and mesothelioma. Features more than 3,100 superior, large digital-quality images (many in full color) depicting all of the chest imaging findings you're likely to see, and helping you distinguish between conditions with similar manifestations. Provides boxes highlighting key points to assist you with report writing, as well as suggestions for treatment and future imaging studies. Features a full-color design throughout, color-coded tables, classic signs boxes, and bulleted lists that highlight key concepts and get you to the information you need quickly. Taking a global and multidisciplinary approach, The SAGE International Encyclopedia of Travel and Tourism brings together a team of international scholars to examine the travel and tourism industry, which is expected to grow at an annual rate of four percent for the next decade. In more than 500 entries spanning four comprehensive volumes, the Encyclopedia examines the business of tourism around the world paying particular attention to the social, economic, environmental, and policy issues at play. The book examines global, regional, national, and local issues including transportation, infrastructure, the environment, and business promotion. By looking at travel trends and countries large and small, the Encyclopedia analyses a wide variety of challenges

and opportunities facing the industry. In taking a comprehensive and global approach, the Encyclopedia approaches the field of travel and tourism through the numerous disciplines it reaches, including the traditional tourism administration curriculum within schools of business and management, economics, public policy, as well as social science disciplines such as the anthropology and sociology. Key features include: More than 500 entries authored and signed by key academics in the field Entries on individual countries that details the health of the tourism industry, policy and planning approaches, promotion efforts, and primary tourism draws. Additional entries look at major cities and popular destinations Coverage of travel trends such as culinary tourism, wine tourism, agritourism, ecotourism, geotourism, slow tourism, heritage and cultural-based tourism, sustainable tourism, and recreation-based tourism Cross-references and further readings A Reader's Guide grouping articles by disciplinary areas and broad themes Provides readers with the knowledge necessary to create Thai meals, and includes more than 175 recipes. Examines the impact of foreign direct investment on workers, families, and communities in the developing world. Concludes with an analysis of the implications for contemporary policy debates and proposed new avenues for future research. Edible insects have always been a part of human diets, but in some societies there remains a degree of disdain and disgust for their consumption. Insects offer a significant opportunity to merge traditional knowledge and modern science to improve human food security worldwide. This publication describes the contribution of insects to food security and examines future prospects for raising insects at a commercial scale to improve food and feed production, diversify diets, and support livelihoods in both developing and developed countries. Edible insects are a promising alternative to the conventional

production of meat, either for direct human consumption or for indirect use as feedstock. This publication will boost awareness of the many valuable roles that insects play in sustaining nature and human life, and it will stimulate debate on the expansion of the use of insects as food and feed. This book constitutes the refereed proceedings on the 23rd Nordic Conference on Secure IT Systems, NordSec 2018, held in Oslo, Norway, in November 2018. The 29 full papers presented in this volume were carefully reviewed and selected from 81 submissions. They are organized in topical sections named: privacy; cryptography; network and cloud security; cyber security and malware; and security for software and software development.

Effective risk management - the identification, assessment and prioritization of risks - is a vital consideration when looking to safeguard your company's commercial future and deal with the latest regulatory requirements. *Managing Business Risk* will enable your company to maintain controls on risks that may threaten your business while at the same time delivering transparent reporting to your stakeholders. The book examines the key areas of risk in today's competitive and complex business market. Drawing on expert advice from leading risk consultants, lawyers and regulatory authorities, it shows you how to protect your business against a rising tide of risks. If you don't build risk controls into the structure of your company, from the boardroom down, then your business could be vulnerable to a number of threats - both internal and external. Identify and neutralise them now, and give your company a competitive advantage.

This text discusses how companies create competitive advantage through strategic marketing. Using established frameworks and concepts, it examines aspects of marketing strategy and thinking. It provides examples to facilitate the understanding of theoretical concepts.

