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Counseling and Motivating Thai Students to Study Abroad, Thailand 4.0

Somnoek Choosuwan and Sonali R.Kshirsagar

Department of Management Science, Dr.Babasaheb Ambedkar Marathwada University,
Aurangabad (M.S.) India

Email:,somnoek@sjworldedu.com,chetanpublications@yahoo.com

Abstract- Counseling and motivation for Thai students to study abroad it helps students to be more confident and motivated to study abroad, which Study abroad will improve their English proficiency and skills. Because they live in an environment filled with people who use English to communicate, learn about various technologies and cultures. English skills and Education is an important tool in learning, move to worldwide, borderless, and compatible with the digital economy and the economic development model of the Thai government. "Thailand 4.0". The Thai government would like to change the economic structure to "Value-Based Economy" or "Economic-driven by innovation". The article "Counseling and Motivating Thai Students to study abroad, Thailand 4.0" The purpose is to present information about role of counseling and build motivation for Thai students to study abroad, Thailand Background, Thai education system, ASEAN Economic Community with Thailand, English ability of Thai people, and use of information and communication technology to counseling and motivating Thai students to study abroad this will help to develop the country's personnel as a whole.

Keywords: Counseling motivating, Thailand 4.0

Introduction

Education abroad counseling is a popular service in Thailand thanks to its important role and act as an agent or median for students, parents and overseas educational institutes. The service covers providing information on courses, education, institutes' backgrounds, Enrollment processes and other related and supporting services for traveling such as assistance on visa application, traveling guidance, financial planning, accommodations and air ticket booking, airport pick up and transfer, guardian seeking for

students below 18 years of age. Counseling center also have a role in distributing information on educational institute in their contact, hold marketing activities and provide facilities for education abroad exposition in Thailand to such institutes. Currently, from the website of Thai International Education Consultants Association (TIECA: <http://www.tieca.com>), 78 education abroad counselling centers in Thailand are registered as the members whereas there are also non-member counselors. Counselors are agents for educational institute from various countries. Countries like England, Australia, America and Canada are in the interest of students of upper educations as Bachelor's and Master's degrees where as New Zealand and Singapore are targets for secondary students or summer course trips. Moreover, there counseling agents for education institute in China, Korea, Japan, India and Switzerland which are markets for specific educational fields such as hotel and tourism management. A large number of counsellors and various choices of country to

study including the awareness of importance of English language and foreign culture learning for accord to be membership of the ASEAN economic community since 2015 have enhanced the increasing number of prospective customers who have more choices and negotiating power to select their most appropriate counselling center. All these are factors of highly competitive trait of this business, pushing entrepreneurs to find their best way to maintain their customers while seeking for new one at the same time to expand their market shares and to obtain their best performance. Nonetheless, the other fact of this business as lack of responsibility and honesty of counseling center, failure to comply with their contract as often heard from media has an effect upon confidence and trust in choosing a counselling center. Use of marketing in various

formats to regain customer 'confidence, then, should not be overlooked. This article writing for share knowledge and experiences from overseas education counseling to parent students in Thailand for many years continuous, advice and motivate Thai students to study abroad. This will improve the ability English skills Of Thai students in an environment filled with people who use English to communicate, Learn about the academic knowledge, technologies and learn a variety of cultures. Because the English language skills, and education every branches it is the 1st priority tool for communicate to the world wide, world of Friendship, world of Competition, expanded borderless, boundless geography and culture. To be consistent with the era of digital economy under the vision of Thailand's economic development or the economic development model of the Thai government and the vision of the Thai government" Stable, prosperous and sustainable". Under the leadership General Prayut Chanocha Prime Minister and Head of National Peace Corps. The Kingdom of Thailand The Kingdom of Thailand is situated in the heart of Southeast Asia. It is bordered, to the east by the Lao People's Democratic Republic and the Kingdom of Cambodia, to the south, by the gulf of Thailand and Malaysia, to the west, by the Andaman Sea and the Union of Myanmar and to the north by the Lao People's Democratic Republic and the Union of Myanmar. Thailand spreads out over 513,119 square kilometers. The population in Thailand is approximately 65 million people. From the 2010 Population and Housing Census, it showed that the most of population were Thai nationality (95.9%) The rest (4.1%) were multi nationality; such as Myanmar, Laos and Cambodia. 93.4% are Buddhists, 5.2% are Muslim and 1.4% are Christian and the others. Official language is Thai. The bath is the standard currency unit. Thailand national flag called in Thai the "Trirong", firstly introduce by the King Vajiravudh (Rama VI). With regard to the meaning of Trirong flag, the outer bands of red symbolize blood spilt to protect Thailand's independence and often more simply describe as representing the nation. The inner bands of white symbolize the religion of Buddhism, the predominant religion of the nation and the blue bands symbolize the monarchy of the nation, which is recognized as the center of the Thai people's hearts. In terms of international perspective, Thailand has been a member of the United Nations, APEC and ASEAN. Politics and administrative organization Thailand is constitutional monarchy with Majesty King Maha Vajiralongkorn Bodindradebayavarangkun, the tenth king of the House of the Chakri, as the ruling monarch. Democratic System is divided in to three parties; Council of Ministers, Legislative and Judiciary Department. The Prime Minister is head of the government, Legislative party; the Parliament house comprises the Senate, holding the position for 6 years term and House of Representatives, holding the position for 4 years, and members of the 2 councils were from election and nominating committee. Judiciary Division includes court of justice, the constitutional court

and the administrative court, where the members are from selective system. Currently Thailand is under the 2017 Constitution. Administration system in Thailand is divided in to 3 parts; the Central administration consisting of 20 ministries and 200 departments. Regional administration consisting of 77 provinces, the newest province is Bueng Kan which has been established on March 23, 2011. The Local administration part is divided into Provincial Administration Organization. Municipality and Subdistrict Administration Organization. Three are 2 special local territories; namely Bangkok and Pattaya. Bangkok, where is the largest city, and the capital city, s the center of administrative management of the country. Climate The local climate is tropical, characterized roughly into three seasons. The period of hot season is during mid-February to mid-May. The highest temperature is in April. From mid-May to mid-October, the rainy season, it is rainy and cloudy from the tropical monsoon zone of Southeast Asia then it turns moderate to cool until February, exception is the southern region, where it is hot and humid throughout the year, therefore there are only 2 seasons; hot season and rainy season. Transport There are varieties of transport in Thailand; major transportation is road transport, which consists of fixed-route buses, coaches, private automobiles, taxi, tuk-tuk and motorcycle taxi. Main highway in Thailand are such Phaholyothin road, Mittraphap road, Sukhumvit road and Phetkasem road. A Bangkok-Chon Buri motorway is linking to the new airport and Eastern Seaboard. Rail transport, the State Railway of Thailand operates 4,346 km. Rail transport comprises Metro systems, which are in only Bangkok; sky-train or BTS, subway or MRT and Suvarnabhumi Airport Rail link. Rail links to neighboring countries, namely, Malaysia and Laos are also operated. Air transport; as being a hub in Southeast Asia, Thailand has set up the new and modern country's main airports, named Suvarnabhumi International Airport, since 2006. There are also some other international airport operating in the big cities of the country, namely, Chiang Mai International Airport, Chiang Rai International Airport, Hat Yai International Airport, Phuket International Airport, U-Tapao International Airport. Water transport, there are many ports and harbors in Thailand, such as Bangkok, Klong Toey, Laem Chabang. These port can serve for both goods shipment and passengers. In Bangkok, the Chaophraya River is a major transportation artery, with ferries, waterway taxi (the Chao Phraya Express) and long-tailed boats. Moreover there is the Khlong Saen Saed, with provides fast, inexpensive transport in central Bangkok. Social Language: The official language of Thailand is Thai; it is the principal language in formal communication and in education with Thai alphabet as a standard format in writing. There are several other dialects within the regions, namely, Southern Thai and Northern Thai, Northeastern Thai. Religion and Culture: Buddhism is the major religious of Thailand; however, Thai people are free to be with any religious, such as Muslims, Christian (mainly Catholics). Hindu and Sikhs. Thailand is well-known as

"Land of Smiles" as Thai people are friendly and kind and always provide warm hospitality to foreigners. The traditional greeting is "Wei", which is a symbol for paying respect to the others. Education: The Thai Government provides 12 years education for all, with 9 years compulsory. School system is well organized of for kindergartens, primary, lower secondary etc. After lower secondary school, students can choose to extend to upper secondary school or vocational colleges or soldier/police institutions. Economy Thailand is regarded as a mix-typed economy, the major economic of the country is mostly based on agriculture, industry, tourism, service and natural resource. Overall picture of the Thai economy in 2016; the GDP (for current Market Prices) of country was 14,360.6 billion baht. For an export, its value was amounted of 7,548.6 billion baht, whereas the value of import was 6,904.7 billion baht. Agriculture: Thailand is a no.1 exporter of rubber, however, the other crops, namely rice, vegetable and fruit are also exported. Thailand is as well famous in livestock, i.e. cow, pig, poultry, freshwater fish, and marine fishery. Industry: Agro-industry, textile, electric appliance and automobiles are Thai outstanding industrial exports. Tourism makes up a very high income of Thailand due to an existence of many tourist attractions and best service of the luxurious hotels in every part of the country, especially in Bangkok, Pattaya, Andaman Sea coast in the southern region and Chiang Mai province in the northern region. Natural resources: It has the important natural resources, such as limestone, gypsum, and glass sand, marble, tin and natural gas etc. Thai Education System Thai Education System as defined in the National Education Act BE 2542 amended BE 2545 (No.2) presents a system of primary education for 6 years (6 Levels) 3 years of upper secondary education (3 levels) and 3 years of upper secondary education (3 levels) or 6-3-3 system. In addition, the Thai education system is also an educational system in the school system Non-formal education and non-formal education (by the way). The system of education under this Act shall not be considered divide education in school systems out of non-formal education. But it is considered education in the system. Non-formal education and education by the way it's just a teaching method or a form of teaching English uses the word "Modes of Learning". So the new approach is there are 3 types of education and there are 3 systems to transfer learning section 1 5 of the Education Act states: There are 3 types of education is the study in the system. Non-formal education and education by the way.

(1) Study in the system the study aimed at determining the aims, methodology, curriculum, duration of study measurement and evaluation this is a condition of graduation.

(2) Non-formal education it is a flexible study to determine the purpose layout method education management duration of study measurement and evaluation this is an important condition of graduation. The content and curriculum must be appropriate to the problem and the needs of individual groups.

(3) Non-formal education. It is a study that learners can learn by themselves according to potential interests readiness and

opportunity by studying from individuals, experiences, societies, environments or other sources of knowledge. Educational institutions may undertake any form of education; in all three forms make a comparison of the learning outcomes

accumulated by the students in the same format or different format whether from the same or not, as well as from non-formal learning, vocational education or teaching experience

and to promote the school in all three. There are two levels of education in the system: basic education and higher education.

1. Basic education consists of a study which was organized not less than twelve years before higher education classes and types of basic education shall be prescribed in the ministerial regulations. Classification or comparison of non-formal education or nonformal education shall be as prescribed in the

Ministerial Regulations. Education in the system of basic education is divided into 3 levels.

1.1 Pre-primary Education. Education for children between 3 and 6 years old.

1.2 Primary education usually take 6 years.

1.3 Secondary education is divided into 2 levels is a junior high school education it usually takes 3 years and a senior high school education. It usually takes 3 years to break into two categories.

(1) Ordinary education. This is a basic education for higher education.

(2) Vocational education. It is the educational management to develop knowledge and skills in career or further study at higher vocational level.

2. Higher education is divided into two levels: undergraduate and graduate. The use of the word "higher education"

instead of the term "university education" is to cover the diploma or postgraduate study after graduation. Nine years of compulsory education the seventh year enrolled in basic education. Until the age of sixteen except for Year 9 of compulsory education rules and methods of counting age. It is prescribed in the ministerial regulations. The compulsory education is different from basic education. The basic education does not oblige the public to attend, but the right of the Thais. The compulsory education is compulsory. It is the duty of citizens under Section 69 of the Constitution.

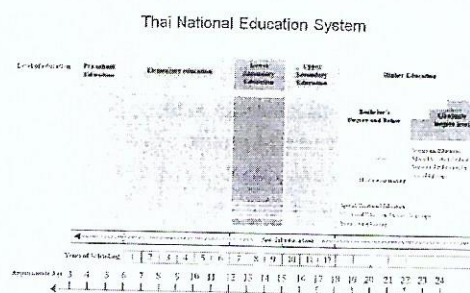


Figure 2 Thai Education System Chart
Number of students in government and private schools Classified by grade and level of education in the academic year 2015.

| No | Education level | Number (person) | | | Note |
|----|-------------------------|-----------------|-----------|------------|------|
| | | Govern ment | Private | Totals | |
| 1 | Pre-Primary school | 1,106,437 | 632,383 | 1,738,820 | |
| 2 | Primary school | 3,790,229 | 1,076,848 | 4,867,077 | |
| 3 | Lower high school | 2,018,113 | 326,265 | 2,344,378 | |
| 4 | Upper high school | 1,639,839 | 376,858 | 2,016,697 | |
| 5 | Undergraduate and lower | 1,853,827 | 327,774 | 2,181,601 | |
| 6 | Postgraduate | 165,449 | 27,409 | 192,858 | |
| | Totals | 10,573,894 | 2,767,537 | 13,341,431 | |

Number of Teachers (Classroom) Classified by belong to, Whole Kingdom.

ASEAN Economic Community with Thailand Background of ASEAN Association of Southeast Asia Nations or ASEAN Founded by the Bangkok Declaration. On August 8, 1967, five founding members were found. Including Mr. Adam Malik, Minister Ministry of Foreign Affairs Indonesia, Abdul Rashid Hussein Deputy Prime Minister, Minister Ministry of Defense and the Malaysian Minister of National Development, Nassiro Ramos

| No. | Belong to | Number (person) | Note |
|-----|--|-----------------|------|
| 1. | Ministry of Education | | |
| | 1.1 Office of the Permanent Secretary for Education (Office of the Private Education Commission) | 134,221 | |
| | 1.2 Office of the Basic Education Commission | 399,799 | |
| | 1.3 Office of Vocational Education Commission | 9,524 | |
| | 1.4 Office of the Higher Education Commission | 68,661 | |
| | 1.5 Public organizations directly to the Minister of Ministry of Education: Mahidol Wittayanusorn School | 71 | |
| 2. | Other government agencies | | |
| | 2.1 Ministry of Interior | 29,339 | |
| | 2.2 Ministry of Social Development and Human Security: Department of Social Development and Welfare | 20 | |

| | | | |
|------|--|----------------------|--|
| 2.3 | Bangkok Metropolitan administration | 15,076 | |
| 2.4 | Ministry of Public Health : Office of the Permanent Secretary Boromarajonani Institute | 2,229 | |
| 2.5 | Ministry of Transport | 176 | |
| 2.6 | Ministry of Defense | 1,800 | |
| 2.7 | Ministry of Culture | 932 | |
| 2.8 | Ministry of Tourism and Sports | 897 | |
| 2.9 | National Buddhism Office | 4,842 | |
| 2.10 | Organization Directed Prime Minister | 1,802 | |
| | Totals | 669,389 ³ | |

Foreign Minister of the Philippines, Mr. S. Rajaratnam Foreign Minister of Singapore, Colonel (Special) Thanat Khoman Foreign Minister of Thailand. In later times, more countries joined the membership. Brunei Darussalam (member on January 7, 1984), Vietnam (July 28, 1995), Lao PDR (July 23, 1997), and Cambodia (on April 30, 1999), respectively. From Cambodia to become a member ASEAN has 10 members in the Southeast. ASEAN to set up cooperation Political, economic and social support for peace and cooperation of the region Promote cooperation between ASEAN and foreign countries and international organizations. The symbol of ASEAN is the yellow rice on red ground surrounded by white and blue circles means 10 member countries. Yellow means prosperity. Red means courage and dynamism white means purity and blue means peace and security. ASEAN Economic Community ASEAN will integrate into ASEAN Economic Community by 2015. The goal is for ASEAN to have the same market and production base and moving goods, investment services and skilled labor. ASEAN has set up a plan for the establishment of the ASEAN Economic Community (ASEAN Economic Blueprint). This is an integrated plan. The operation in the economy to achieve four objectives.

1. A single market and production base. It will move goods, services, investment and Moving capital more freely. As well as promoting the integration of ASEAN in the concrete. The target time will gradually reduce or cancel a barrier between them. The target to reduce tariffs to 0 % and the reduction or abolition of non-tariff measures for the older members of 6 countries by the year 2553 opening markets in services and liberalization of investment by the year 2558.

2. To build capacity in the economic competitiveness of ASEAN. The focus on policy issues that will help promote economic integration, such as competition policy. Consumer Protection Intellectual property rights in electronic commerce. Tax policy and infrastructure (transportation, finance, information technology and energy).

3. Economic development equitably the development of small and medium-sized enterprises (SMEs). And strengthening capacity through various projects such as the initiative for ASEAN integration (The Initiative of ASEAN Integration – IAI), etc. To reduce the development gap between member economies.

4. integration into the global

economy focus on harmonized economic policies of ASEAN and countries outside the region. For ASEAN to act together and clearly such a free trade area with ASEAN dialogue partners and so on. As well as promote the creation of a network of manufacturing in the region is linked to the global economy. Education of Thailand with the pace of ASEAN economic community Thailand is leading the establishment of ASEAN has the potential to become leaders. to build a strong ASEAN. Under the strategy, One Vision One Identity One Community. The steady growth of population resources and economic under the established important principles are required is a political community and stability of ASEAN. ASEAN Economic Community ASEAN Socio-Cultural Community. The education was organized in Socio-Cultural Community. The education was organized in Socio-Cultural Community. This will play an important role in strengthening the community. Because education is the foundation of all aspects of development. English on the future of Thailand in ASEAN The vision of an ASEAN Economic Community. "One Vision, One Identity, One Community". According to the charter of the Association of Southeast Asian Nations Organizations of (ASEAN Charter) Article 36. And the ASEAN Charter Article 3 4 stipulates that "The Working Language of ASEAN shall be English". The meaning is understood, it is primarily the government and the private sector only. Which is just as it is normal. Which is just as it was common in today's world of work anyway despite only means that they are using English to communicate during the collaboration of government officials as well as relevant organizations and agencies, both public and private sector. But the meaning of the provisions of the English language is for ASEAN to work together. That means a wider reach all parts of the ASEAN Community. This means that citizens of the 10 ASEAN countries will need to use English more. In addition to the national language or languages of each country, each local community. Not only government officials would only need to come to meetings, discussions and communications. And not only for business people to trade between countries to use English for communication and business cooperation. But when all the people in the region are the citizens of ASEAN with everyone. And everyone will have to come to travel acquainted with each other learn together. Most importantly, everyone will have to travel across the border to find work opportunities and a better life. So English is the number one tool for citizens of ASEAN. Communication in relation to the world wide of the ASEAN region. The expanding world of hospitality without borders. A world of limitless competition, geography and culture. English is the second language of ASEAN citizens be adjacently of the first language which the nation language each person. English ability of Thai people. Many organizations have reported on the ability to use English of Thai people compared to other countries, the reporting details are as follows.

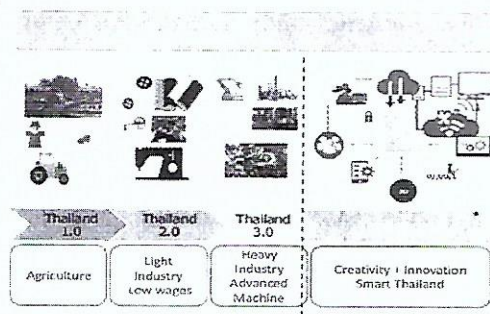
New York Times Research Report of Education First Company. The ranking ability to use English in non-English speaking countries in 54 countries. According to the

research, 1.7 million people are sampled worldwide. The results indicate that the top 5 countries the best English is Sweden, Denmark, Finland, and Norway and five countries the lowest ability to use the English language are Colombia, Saudi Arabia, Thailand and Libya. For European countries where English is the lowest in Italy, Spain and Portugal. The members of BRIC, comprising Brazil, Russia, India and China. India is the country with the ability to use English most. Followed by Russia. Brazil the use of English among the smallest members of BRIC. The study warns that Ability to communicate in English in the national population. It is important factors to trade Innovation and income of the country. If the language of the country in a relatively low potential areas will be affected too. The results of the research from Education First Co.Ltd. Also noted that most of the girls speak English better than men. The gap between the sexes in the English language is evident in most countries of continental North Africa and the Middle East. The ability to use English in Thailand compared to ASEAN. 2015 ASEAN into the ASEAN Economic Community. The English have been designated as the primary language of communication between the ASEAN countries. It means that English is the main one to say that Thailand will benefit from the AEC. As it should be, or leave the country, he profited unilaterally. Thailand's English language learners from kindergarten until Bachelor degree. There are also schools and universities worldwide. Offered a minimum of 50 years. But the English proficiency of Thailand compared to other countries in the ASEAN Economic Community is still in a very low level. Indicator is the number of people able to communicate in English (%) compared to the population. Singapore 71%, Philippines 55.49%, Brunei Darussalam 37.73%, Malaysia 27.24%, Thailand 10%. The average TOEFL score of graduates in Asian countries. Singapore more than 550, Philippines more than 550, Myanmar more than 500, Vietnam more than 500, Thailand, Laos, Cambodia lower than 500. Thailand is at the same level as Laos and Cambodia. It is interesting to Thailand TOEFL test is 80% tutorial lesson before TOEFL Test. Other nations will use the method of reading by themselves. So if do not have tutorial lesson (special classes), there may be lower grades than Laos and Cambodia. Quality measurement of English Proficiency Index (EFI). It is divided into 5 levels, 5 is defined as the ability to communicate in English at a very high level. 4 refers to the high order 1, which means that the level is very low. The results showed that Asian countries are only two countries that have a 1 Thailand and Cambodia. Moreover, higher than Thailand. In this way, Thailand cannot compete with other countries in ASEAN and it can be considered that the situation is very worrisome. English of Thai people 43 th in Asia Despite efforts to improve English learning of Thai children many 10 year but the results are not satisfactory today for parents and Thai people. ASEAN Economic Community (AEC) already happened. For 10 member countries have to come to trade, investment and do free activities together. There are no tax or crossing barriers. The language used to make this community real is English. Look

around the country where his children speak English fluently because they are second language and from elementary school, it will be Singapore, Malaysia, Philippines, Myanmar in the first place, followed by Indonesia, Brunei, Vietnam, Cambodia and Laos. Thailand we are in the middle of the middle with the end. Because the second group, which did not have English culture before, is accelerating to develop fully. Vietnam Cambodia and Laos will notice the enthusiasm of his youth to learn English to elevate their level of competition with others. Or to find a better job than others who do not seek foreign language knowledge.⁹ The research study to prepare the production and development of manpower. The study period one year ago, the potential and readiness of Thailand in the middle compared to other countries in the ASEAN. It is ranked second by Indonesia. Singapore has the highest potential. Compared with other countries in ASEAN. Thailand's educational capability is ranked 6th secondly from Singapore, Malaysia, Brunei, Indonesia, Vietnam. And if we compare in Asia as a whole. Thai language skills of Thai people ranked, Singapore ranked 6, Philippines ranked 16, Malaysia ranked 23 and Indonesia ranked 42. The result of research that Thailand's English skills develop slowly. It should be promoted as a national agenda by encouraging Thai people to speak more English. An analysis of foreign language teaching methods in Thailand is lagging Inefficient and lack of modernization. We know that we regress English. And we also know why that is so and know more how to solve this problem. The problem is that the order 43 in Asia. Because our education system is under a system that does not develop and there is a change of responsibility at all times.

Cannot depend on state or political system and government to improve English longer. It requires the private sector to be motivated. And those who are in a position to help, whether it is knowledge, financial experience and reinforcement will have to come together to create a system that will be. Do not do extra research. No need for expert opinion. We know that in the nationality. What do we have to do foreign language to build the nation seriously. English Language Development in Thailand difficult to successful Even in Thailand, children learned English in the second language base since the beginning of their education system, but overall, it also has a very low test of English proficiency for English as a Foreign Language or TOEFL. Even the government has rules to allow students to speak English one day per week, but cannot solve the problem of Thai people's English Skill If you look at the use English for working of Thai People, The most Thai people cannot speaking English even the Basic English, it make the present had more Filipino people to come on Thailand to work replace Thai people. Based on this advantage. Concern for Thailand in ASEAN Economic Community is not able to compete with other nations in the region on the use of English. The problem is that in Thailand, in addition to the lack of Native Speakers Teaching English. The biggest problem is culture. Because Thai people are not enthusiastic in learning the language. Students listened to a teacher for almost everything, quiet and introverted

followed by teacher this is not consistent with learning English to be active and courageous.¹¹ The problem of ability to use English and Problems in development of English for Thai People, study abroad is a one method it can enhance their ability to use English. Because study abroad to learn English in daily life in an environment filled with people who use English to communicate, learn the academic skills of the English language and cultural diversity. But many students and guardians also lack of confidence to travel for study abroad. The negative news in the media such as fraud, lack of accountability and lack of integrity from Provider's Education Center, some agent. Thailand 4.0 In 2017. The government has set the policy on "Thailand 4.0" as a concrete foundation for the country long-term development so that the country be secure, prosperous and sustainable under Thailand 4.0 the Government needs to change its economic structure from local economy to a value – based economy, with the main concept in shifting from "commodity" approach to "innovation" approach and from technology driven to creativity and innovation and from focusing on manufacturing sector to be move on service sector.



Thailand 4.0 New Economic Development Models

"Thailand 1.0" focuses on agriculture for example, produce and sell horticultural crops, pork, chicken, etc.

"Thailand 2.0" focuses on the industry but is a light industry, such as the manufacture and sale of footwear, leather goods, beverages, jewelry, luggage, apparel, etc.

"Thailand 3.0" is a heavy industry and exports such as production and sales. Exporting steel, refined automobile, separating it, natural gas, cement etc. Thailand 1.0 – 3.0 the revenue of country is still moderate. Thailand 4.0 will develop knowledge-based, creativity, innovation, science, technology and research and development, then making value added in the following technology and target groups of industries.

1. Food, Agricultural and Biotechnology
2. Health, Wellness and Biomedical
3. Smart Devices, Robotics and Mechatronics
4. Digital, IoT and Embedded Internet Technology
5. Creative, Culture and High value Services.¹³

It is a new economy, high income, with a goal within 5-6 years. Counseling and Motivating Thai Students to Study Abroad with contribution to the society and Country The business service of education abroad counseling centers there are participating in society and the country is an open opportunity for students to access the international education system through the following activities and

services:

1. Introduce appropriate courses and education institute to meet the need for students of all levels from primary school, secondary school, vocational, college, short – term English courses, undergraduate, master and doctoral degree, with information on institutions of higher education. It is updates constantly.

2. Application services with academia a variety of alliances can be quickly and accurately done.

3. Visa services advice on preparing documents, visa application including the application process for student visas. Other visas and advice on health checks for student visas.

4. Translation services by the experts translate the document and authenticate the translated documents for the purpose of applying for a visa. According to the embassy of each country or for the benefit of the contract.

5. Accommodation services, they can provide affordable accommodation in the form with a family. Or student dorm students will be cared for. And shelter service on arrival.

6. Ticketing service for students and parents who are traveling abroad to enjoy the convenience and confidence of traveling and pick up at the destination airport.

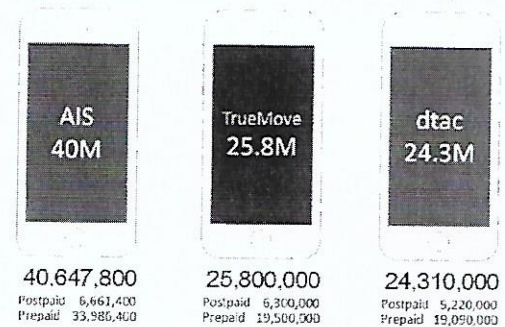
7. Planning service, Human Resources Development project study education to meet the needs of personnel development. Both public and private organizations to enhance their English language skills or study abroad for personal in the organization. Therefore, Counseling and Motivating Thai Students to Study Abroad, Thailand 4.0 Use the innovation. Come as a tool. The National Innovation Agency (2006) has provided the definition of “innovation” is “New things come from using knowledge. And creative ideas that are beneficial to the economy and society. “or may conclude that. Innovation means new things that are done through the use of knowledge. Use innovative ideas. This may be in the form of a product, a concept or a process. Can be used to the benefits develop. The information and communication technology It is an important tool in applying for Counseling and Motivating Thai Students to Study Abroad in the “Thailand 4.0” because it is a technology. It is a mediator to access, comprehensive, thorough, convenient, fast, current, and cost effective. The preparedness of information and communication technology of Thailand;

1. Internet users in Thailand from Information Communication Technology Statistics. In year 2014: 21,729,382 people, year 2015: 24,592,299 people and year 2016: 29,835,410 people.¹⁶ In 2017 Thailand has a population about 66 million people. There are Internet users 67% of the total population so 44,220,000 internet users. The Most Thai people spend their time playing the Internet through the desktop 4.35 hours a day, more than use on smart phone. The average time is 4.14 hours per day. Thailand is using smart phone access to the website is ranked 5, from the global average of smart phone users access to the website at

50%. In addition the survey also revealed that Thais use social media 7th in the world. The ratio 67% of the total population and time to use social media per day are 2.48 hours, 12th order in the world.

2. Mobile subscribers, according to reports, mobile phone users only three major providers are: AIS, DTAC, and True Move. The total number of users has increased to 90.7 million please see this photo below.

Mobile Subscribers in Thailand 2017 **VEEDMIL**



3. Fixed line phone user the number of fixed Line Telephone whole Kingdom, TOT Public Company Limited are; Year 2014: 3,525,443 lines, Year 2015: 3,395,154 Line, Year 2016: 3,031,002 Line.¹⁹ The fixed Line subscriptions per 100 inhabitants in 2016 are 7.120

4. Social Media User The social comes to a daily life almost 24 hours a day. Thailand is one of the countries where Social Media is used which using high volume in the world. Especially is platform "Facebook". Statistics Thailand has Facebook user are 47,000,000 users 71% of the population in the country. "Instagram" There are 11 million users. "Twitter" has 9 million users. The application "LINE" in Thailand is the second largest market of LINE worldwide there are more than 83% of Thai population.

Methods for Counseling and Motivating Thai Students to Study Abroad, Thailand 4.0.

1. Web site. The target groups are teenager and early working age. They are popular to use internet ideal to advertise, News, Events, Introductions, Introduce Courses, Promotion, etc.

2. E-Mail. Nowadays internet technology has a great role in communication. It has been developed and widely used. E-Mail is a popular communication technology because it is easy to use, conveniently, fast; it will send information, news, promotions, product details and prices to the target group.

3. "Line" application. It is a popular application for communication. Due to the full capabilities are gathered in the same application can be send text messages, audio, video, chat between the interlocutor via chat page. These qualities that make people use a lot of "line" applications.

4. "Facebook". It is use communication in community online, especially social networking sites, such as the Facebook's website by registering as a member. When there are new update information or important activities can

be post it on the website for those who are interested in new information at any time by use the Facebook Fan Page, Facebook Ads, and Facebook Live.

5. Send message via mobile phone (SMS) to send a message to the target group. Nowadays most users have their own mobile phones. We can send news directly to the target group by use the contact information from the registering in the educational exhibition.

6. Marketing event. To make known to students can remember the counselor and service types. When they are wanted to study abroad or who they known want to study abroad, the first name they can remember and help introduce to other people. The marketing activities such as international education exhibitions which are organized by the public and private. We can meet the target group. There are a lot of groups that are likely to go study abroad.

7. YouTube It is the online video media or advertising clips are very effective tools at present. Information technology is very important role in the life lifestyle of consumers, Using online video advertising makes it easy to understand about products & services access to target quickly. It also encourages customers to click for more information on our website or fan page. It also encourages customers to click for more information on our website or fan page.

8. Personnel counselor. Personnel counselor it allows direct access to the target group. It's a meeting can communicate immediately.

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