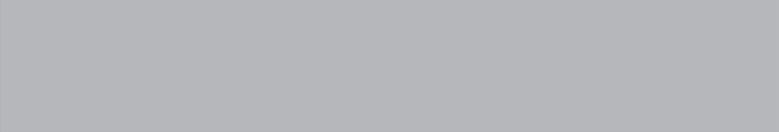


Rural Informatics
for ASEAN
Agribusiness
Transformation

BORDIN RASSAMEETHES

ToKnowPress



Rural Informatics for ASEAN Agribusiness Transformation

Bordin Rassameethes

ToKnowPress

BANGKOK • CELJE • LUBLIN

*Rural Informatics for ASEAN
Agribusiness Transformation*
Dr. Bordin Rassameethes

Published by ToKnowPress
Bangkok · Celje · Lublin

Editor-in-Chief
Dr. Nada Trunk Širca

Editors
Dr. Pornthep Anussornnitisarn
Dr. Zbigniew Pastuszak

Editorial Board
Dr. Valerij Dermol
Dr. Dušan Lesjak
Dr. Anna Rakowska
Dr. Bordin Rassameethes
Dr. Punnamee Sachakamol
Dr. Agnieszka Sitko-Lutek

Senior Adviser
Dr. Kongkiti Phusavat

ToKnowPress is a Joint Imprint of
Kasetsart University, 50 NgamWongWan Rd. Ladyao
Chatuchak Bangkok 10900, Thailand
International School for Social and Business Studies
Mariborska cesta 7, 3000 Celje, Slovenia
Maria Curie-Skłodowska University
Pl. Marii Curie-Skłodowskiej 5, 20-031 Lublin, Poland

Distributed by
Kasetsart University, 50 NgamWongWan Rd. Ladyao
Chatuchak Bangkok 10900, Thailand

www.toknowpress.net

1st Edition · 2012 · 1000 copies
© 2012 Bordin Rassameethes

CIP – Kataložni zapis o publikaciji
Narodna in univerzitetna knjižnica, Ljubljana

659.2:004:63

RASSAMEETHES, Bordin

Rural informatics for ASEAN agribusiness transformation /
Bordin Rassameethes. – 1st ed. – Bangkok ; Celje ; Lublin : ToKnowPress, 2012

ISBN 978-961-6914-00-0
263987456

Contents

Preface · 7

- 1 Rural Informatics for Agribusiness in ASEAN
Economic Community (AEC) · 9
 - 2 Cluster Modeling for Agricultural Sectors · 21
 - 3 Electronic Commerce Strategy and Business Model
for Agriculture · 31
 - 4 Building an i-Community: The New Asia Imperative
for Social Development · 41
 - 5 The Supply Chain Modeling of Pesticide Free Agricultural
Products in the Thai Multinational Supermarket · 53
 - 6 New Spark in Collaboration through e-Agriculture · 63
 - 7 A Competitive Strategy for Traceability Implementation
in the Supply Chain through Mobile Phone · 73
- References · 85

Preface

In acknowledgement of the significance of Information and Communication Technology (ICT) as a key factor for the development of agribusiness particularly in rural areas. This book, *Rural Informatics for ASEAN Agribusiness Transformation*, is the collection of extensive research in the field of Technology Management.

This book illustrates how technology strategies work in the agricultural sector. For example, Information Communication Technology (ICT) does not just provide information to people in agribusiness. It also helps people in agribusiness connect with one another. Instead of applying latest technology to agricultures supply chains, this book begins by explaining the structure of agricultural business in the ASEAN region. Then, provide examples of how Information Communication Technology (ICT) is a mechanism that create impact on how farmers, collectors, middlemen, exporters, government officials working together in exchange data, information on price, production volume, quality, harvest time, buyers, and etc. As a result, agricultural output can be more profitable by lowering production and logistics costs, better planning, and higher quality goods.

Information and Communication Technology (ICT) is the main technology discussed in this book in order to illustrate the right point of view about how technology should be used effectively. Many times, people put too much emphasize on technology than how it should be used. Multiple examples in the following chapters demonstrate how we can get the most from the technology and how technologies can help those in the agricultural supply chain maximize their ability to improve agricultural production process for getting the best results.



Associate Professor
Bordin Rassameethes, PhD
Dean, Faculty of Business
Administration
Kasetsart University
Bangkok 10900, Thailand
E-mail: fbusbdr@ku.ac.th

Bordin Rassameethes received his PhD in Management of Technology from Vanderbilt University in the United States. He holds a MS degree in Management from North Carolina State University, USA and BS in Computer Science from University of Miami, USA.

He has been working in the field of technology management, which includes electronic commerce, information technology, rural informatics, and supply chains management. He is currently a dean of the Faculty of Business Administration, Kasetsart University, one of the most prestigious universities in Thailand, served as project managers for numerous research and consulting projects. He has received more than US \$10 million dollars research and consulting grants with in the past ten years.

Bordin Rassameethes has published more than thirty articles in refereed journals, five books, and over 100 articles in magazines, serves as a columnist in Thailand Bloomberg Businessweek, advisor editor of three international journals namely *International Journal of Business and Development Research (IJBDR)*, *International Journal of Accounting Practice and Research (IJAPR)* and *International Journal of Sustainable Strategy and Research (IJSSR)*, and editorial board member for many international journals.

Rural Informatics for ASEAN Agribusiness Transformation is the collection of extensive research in the field of Technology Management. This book illustrates how technology strategies work in the agricultural sector.

Information Communication Technology (ICT) does not just provide information to people in agribusiness. ICT is a mechanism that creates impact on how stakeholders in agricultural supply chain are working together.

This book points out how technology should be used effectively. Multiple examples in ASEAN countries demonstrate how we can get the most from the technology and how technologies can help those in the agricultural supply chain maximize their ability to improve agricultural production process for getting the best results.

ToKnowPress

BANGKOK · CELJE · LUBLIN

www.toknowpress.net



9 789616 914000

9,95 EUR
395 THB