

**EFFECTS OF MARKETING ADAPTATION STRATEGY ON THAI BUSINESS ENTREPRENEUR'S IN AEC
COMPETITIVENESS IN NORTHEAST REGION OF THAILAND**

Achariya Issarapaibool, Faculty of Accountancy and Management Mahasarakham University, Thailand

dx.doi.org/10.18374/IJSM-14-3.11

ABSTRACT

The purpose of this study is to examine relationships between the constraints of Marketing Adaptation Strategies that influence the creation of competitiveness of local entrepreneur's performances in Northeast region of Thailand as the ASEAN Economic Community (AEC) appears. A triangular research methodology is used to collect data concerning depth perspectives and awareness of a drastic change in entrepreneurship in the region of AEC. Data collection is designed into two phases. An in-depth interview is used as a first phase to collect data from chief executive officers (CEOs) of companies in Northeast region of Thailand. A survey questionnaire is conducted as a second phase to collect data from top executives from local business in the same region. A result of the study will be to benefit the promotion of AEC competitiveness and encouraging creativity and innovation among successful entrepreneurs.

Keywords: *Marketing Adaptation Strategy, AEC competitiveness, Entrepreneurs' Performance.*