

<b>IS TITLE</b>	READINESS OF PERSONEL IN TRUCKING LOGISTICS SERVICE PROVIDER FOR EASTERN ECONOMIC CORRIDOR : (EEC) CASE STUDY : DAOTAWANOOK CO., LTD
<b>KEYWARD</b>	READINESS OF PERSONEL IN TRUCKING LOGISTICS SERVICE PROVIDER
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### **ABSTRACT**

This research on “READINESS OF PERSONEL IN TRUCKING LOGISTICS SERVICE PROVIDER FOR EASTERN ECONOMIC CORRIDOR: EEC IN CASE: DAOTAWANOOK CO., LTD” The purposes of this research were to study factors influencing the efficiency of trucking logistics service for Eastern Economic Corridor (EEC). To analyze the readiness and offering the way to enhance efficiency of trucking logistics service. A case study of DAOTAWANOOK Co., Ltd where located in Choburi province. The method is to use a questionnaire survey from the sample group of 171 of office workers, manager, driver in Daotawanook Company which will be process by compute program SPSS and including the method of semi-structure interviews were use collect data. The results of the study the efficiency of trucking logistics service for Eastern Economic Corridor (EEC) the analysis results level are high in general and Form the result of McKinsey 7 theory result reversal high. They are put in order from high to low as the following : 1. Staff 2. Share Value 3. Style 4. System 5. Strategy 6. Skill 7. Structure.