FACTORS AFFECTING THE STRATEGY OF DEVELOPMENT ADMINISTRATION TO THE MODERN CONDOMINIUM ORGANIZATION TO STEP INTO THE ASEAN ECONMIC COMMUNITY OF THAILAND

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Abstract- This paper aimed to study and analyze Factors Affecting the strategy of Development Administration to the Modern Condominium Organization to step into the ASEAN Economic Community of Thailand In-depth interview was used in collecting the data, with 8 key informants. It was found from the study. Factors Affecting the strategy of Development Administration to the Modern Condominium Organization consisting of 1*)*residence environment conducive in a dimension of corporate social responsibility, residents security and residents convenience 2*)*executive and employee potential in a dimension of executive and employee ownership, executive and employee vision and executive and employee team**.**3*)*residence administration and management in a dimension of residence structures management, residence profit and residence innovation**.** 4*)* residents behavior in a dimension of residents personal characteristics ,residents situation awareness and residents control**.**5*)*residence research and development in a dimension of executive and employee attitude , researchers knowledge and ability and residence data and technology**.**the strategy of development administration to the modern condominium organization, which includes global warming , Dench marking and modernization. The study suggested to give priority to facilities, security, data and information technology to the residents and to bring philosophy of Sufficiency Economy used in the business building**.**

Index Terms– Factors Affecting, Strategy, Development Administration, Modern Condominium Organization

I. INTRODUCTION

The current social and economic conditions of the country. Changes relentless. The change has resulted in the expansion of the urban area. And infrastructure Concentrated in urban areas. Which is the economic hub Trade and Investment. The population increase and migration into the urban area. The business of renting residential occur dispersed throughout the country. Especially in the center of the work. Metropolitan areas in apartment is one way to help reduce the cost to tenants in housing management. KasikornThai Research Center (2015) showed that the housing market in is also an important market with a turnover of approximately 400 000 million baht per year to development projects of enterprises rely on a number of elements that will lead to success. And formulating a marketing strategy, it may be more complicated. The business environment has limitations and affect households in many different ways. The operators of different ideas and promote more market. To stimulate the market and create incentives for consumers to decide this strategically important enterprises to implement is to make a difference from competitor products and customer specific niche more. Cosmo Property Management Co., Ltd. recognizes the importance of providing housing. Since starting operations in 1994 based on the concept of Philosophy Sufficiency Economy Theory to invest in an apartment house. The long experience in the field of investment, location and environment of the community. The Company Under the administration's "social quality. All facilities surrounds superstore and leading academies. The Strategic of Cosmo Residence Project Management followed by The Philosophy Sufficiency Economy an emphasis on the participation of all sectors in the country. The research was to study Factors Affecting the strategy of Development Administration to the Modern Condominium organization to step into the ASEAN Economic Community of Thailand. Considering covers three key areas: developing the potential of people. Environment conducive to development. And internal management organization.

II. LITERATURE REVIEW

Study on Factors Affecting the strategy of Development Administration to theModern Condominium organization to step into the ASEAN Economic Community of Thailand have studied the review of concepts, theories and research related to the concepts. the study also 1) The concept of building a modern management concept of Shengwei Wang, (2010, pp.1-2) mentioned intelligent buildings in operation. Serving and building control. The concept of a new building a new classification is are (Pipop WongReung khwan ,2011) 1) Engineering 2) Accounting 3) Legal and Law 4) transactional services, 5) Humen kesource 6) standard system, and 7) the document. 2) The concept of deciding its location based on the concept of charies Revelle & Vladimis Marianov (2013, pp.892-899) discusses the important factors to consider in choosing a location,

amenities, or other. utility infrastructure and distance to commute. 3) Concepts and theories of consumer behavior based on the concept of Kotler (1997, p.192) that discusses the factors that influence consumer behavior with four factors: 1) culture factors 2) social factors 3) personal factors and 4) psychological factors

4) concepts and theories of job satisfaction based on the concept of Adam Mossoff (2012, pp.283-317) has discussed the job satisfaction depends on the individual results obtained from the work requirement. much profit 5) The idea of the strategy of development administration are: (1) Strategies developed the concept of Barney, JBHesterly, ws (2010) has developed a strategy to lay the foundations for the organization to achieve the goals and ideas of Thomas G. Mahnken (2012) with a focus on competitive strategy. To create a competitive advantage.According to the theory advanced. (2)conceptualized frame on modernization. Modern management techniques as follows: 1) Benchmarking 2) Total Quality Management: TQM and 3) Balance Scorecard: BSC. (3) The concept of the Philosophy Sufficiency Economy. 6) The concepts and theories about the strategic thinking of the concept of real estate Somchai Pakapatwiwat (2013) have discussed the skills necessary to manage an organization's success called Strategic thinking the idea that there are five types: 1) paradigm shift 2) vision 3) scenario planning 4) game theory, and 5) innovation theory.

III. DETAILS EXPERIMENTAL

3.1. Research Methodology

In this qualitative research inquiry, the research engaged in documentary research and Conducted in-dcpt interview with 8 key informants, including government officials. Real estate professionals senior management of real estate, financial institutions and real estate abroad, the method of choice.purposive sampling and (snowball) samples are as follows. (1) deputy prime minister (2) premier advisor (3) the president of the university (4) former ambassador of thailand to Canada and peru (5) the president of the Royal Hill Resort Bowin (6) the former executive exchange of thailand (7) the president's design architect limited. And (8) the impact of environmental consulting firm P & D Development Limited.

IV. RESULTS AND DISCUSSION

Factors Affecting the strategy of Development Administration to the Modern Condominium organization to step into the ASEAN Economic Community of Thailand

Residence Environment Conducive The Apartment is a new administration building. The buildings need to recognize and understand the use of space within the building. It involves engineering. Similarly, the decision to its location, you must consider and take into account the issues and impacts that will occur inside the apartment as well. Environment that is conducive to residents to consider three dimensions : Corporate Social Responsibility, Residents security and comfort Residents convenience that is in the CSR. Construction of intrusion must not obstruct access to the public. And do not take too long until the construction of the imposition and noise nuisance to others. The customer is an important goal of every business. Therefore, the demand of customers is the goal of your organization. The residents security It is important to provide for the installation of a CCTV system. And provide security guards 24 hours to create security for the residents. The residents convenience if there are too many to make the jam must have a system to facilitate the residents. A lifestyle that is comfortable to use, living and travel.

Executive and Employee Potential Executive and Employee Potential is vital to encourage employees to collaborate and contribute to its success. The success of an organization is important, executives must have enough potential to attract. And convince employees have a sense of ownership with management. Are responsible for the load Career A commitment of responsibility. To bring unity to the organization achieve its goals. Executive and Employee Potential must consider three dimensions : Executive and Employee Ownership ,Executive and Employee Vision and Executive and Employee Team, namely the sense of ownership. Business owners must establish ownership to executives and employees.

So that everyone has a passion and commitment in the organization and success of the organization. Field of vision Owners must have a common vision to executives and employees to create hope and success in management with a push in different ways. The cooperation between the management team and employees. Business owners must make common sense to come up with the management and employees to work together for the organization. To corporate success There are activities for customers and staff have worked together regularly.

Residence Administration and Management Residence Administration and Management is the heart of the business. What is not lacking in organization, coordination or cooperation between the parties. Instilled in Unity And the need to create an ad hoc team up conclusion to the three-dimensional : Residence Structures Management ,Residence Profit and Residence Innovation The residence structures management will affect administration and management of the business of residential condominium projects, resulting in a clean area. This is important for residential condominiums. The

management structure will have a competitive advantage is to manage a network. Site selection Prices and information as well as marketing. To create a competitive advantage. Residence profit Indicates that the project achieved much. If the result of good project can proceed further.If performance is poor or loss to terminate the project was innovative entrepreneurs bring innovation as a tool for managing the facilities. And build competitiveness. So that the project can be carried out well and to the satisfaction of the residents in the building. Residents Behavior Residents Behavior condominium residents will choose to respond to their needs as possible. Owner will consider the behavior of the residents in two dimensions, the attitude of the residents. Based on Premise Complementing the impressive engagement and dynamic response of the residents. Considering the memories The expected behavior is good and counterproductive work behavior. In summary, the three-dimensional behavior of the residents consider the Residents Personal Characteristics, Residents Situation Awareness and Residence Control namely the personal characteristics. To become a member of the residents in the building is required.

Due to coexist owners must keep personal information recorded in the membership of condominium residents. The situational awareness In recognition of the needs and differences of the residents in the building have to coexist peacefully with the rules and criteria are not hurting or disturbing other residents. Have to pay rent on time, keep clean all this area Tidiness of parking places and laundry services as well as other aspects of behavior is desirable and unwanted residents in the condominium. Restricted to residents follow the rules of the condominium residences. Guests must inform all residents have been known since the first day he came in contact residents in the condominium.

Residence Research and development Research and development (Residence Research and Development), enabling organizations to succeed. Reliability and credibility of the organization over the course of time. Based on past actions that affect the future. Reliability has three dimensions expertise includes knowledge and market leadership. Dimension trust consists reliability and customer satisfaction include the interest cost and affection. Research and development of modern enterprise must consider three dimensions are Executive and Employee Attitude ,Researchers Knowledge and Ability and Residence Data and Technology). the attitude of the management and staff A positive attitude towards research and development must recognize the fact that the building should be located where there is enough or had too much or not. Not taking advantage of customers Doing business honestly. With the information in advance to make reliable business. The ability of researchers. Owner researchers should use to your advantage to check. And evaluation of the residential condominium performance does. There are weaknesses, however, To be used to improve the administration and management. Information Technology Are very important to the business residence. Can be used as a tool to create, manage and give the residents of the condominium.

The strategy of development Administration Especially apartment house is the quality management practices in an organization. To help fix bugs and system development to meet the needs of the residents to conduct business with Corporate Social Responsibility and more environmentally conscious. An adaptation of the changes that are happening and may happen in the future. concluded strategy has three modern enterprise development strategy is to create awareness for the Environment (Global Warming) enterprise development based on modern management practices. (Benchmarking) grew by a business partner.(Modernization) One strategy Is to create awareness for the Environment (Global Warming) to create awareness for the need to create environmental awareness by doing business responsibly by giving priority to the environment. And business development to be sustainable in the long term. A good image Entities that maintain a green building and the environment (Green Building). The second strategy The organization is developing a modern management approach.(Benchmarking) administration to achieve the goals.Executives and employees must learn various factors. Related business And adapt and develop their skills to meet the competition. In order to balance the interests of both the owners and the residents of the surrounding buildings. To get accepted standards.The third strategy Is to grow the business partner (Modernization. Every type of business has its risks. That is geared towards the achievement of the goals. Businesses may need a merger or acquisition, a strategic alliance. To build a network of relationships between organizations. The result was not satisfactory. And to help each other The operation in such a manner. Referred to as "The strategy for international clients" or "strategic advisor" to grow by a partnership is necessary and vital to business development executive condominium residences. It allows a business to perform well. The joint investment a benefit sharing profits with the partnership together. The exchange of knowledge and technology together in order to manage the business of residential condominium to be developed further.

CONCLUSIONS

Factors Affecting the strategy of Development Administration to the

Modern Condominium organization to step into the ASEAN Economic Community of Thailand consist of:

1) the residence environment conducive to consider the social responsibility of entrepreneurs building businesses with participatory society. and environment have responsibility Transparent (Stock Exchange of Thailand, in 2555) in terms of safety of life and property of the residents of the condominium is important that entrepreneurs building businesses will be especially important (Kriengsak chareonwongsak, 2007, pp.48-49) in. the comfort of the residents in the condominium residences. Location Condo Convenient transportation Good environment As well as various facilities. It's necessary to (Francois Des Rosiers, 2011, p.517 and Kay W. Axhausen & Michael Lochi, 2011, p.40).

2) Exeeutine and Employee potential. Management is vital to encourage employees to collaborate and contribute to its success. Development is strengthened so that they are equipped to deal with future changes in important six aspects: 1) the development of personnel to meet the demand, 2) the application of technical knowledge to develop a systematic 3) Development. information 4) develop and cultivate the concept of democracy 5) instill the concept of community goodwill and 6) the development of cultural capital. (Kriengsak Chareonwongsak, 2557), the potential of the executives and the employees. The sense of Excetire and employee ownership must establish ownership to executives and employees. So everyone is in love (Manz & Sims, 2001).Execntive and Employee Vision Owners must have a common vision to executives and employees to create hope and success in management. A deeper understanding (.Kriengsak Chareonwongsak, 2556, pages 129-135), Excontive and Employee team . Business owners must make common sense to come up with the management and employees to work together for the organization. To corporate success Leaders need to have knowledge in management and human resource management (Kotter & Hoen, 2002).

3) Residence Administration and management is the key to the business. Organizations to survive sustainably. Everyone in the organization must accept the residence management. Understand and follow (Jonathan Gifford, 2011) indicates the success of the project that much. By capacity building to enhance the value of the business. Or trends, profitability (Miller & Muir, 2004) in the residence innovation, condominium owners need. Innovation as a tool for managing the facilities. And creating competitiveness in order to create incentives. Create a new business all the time. Business owners must qualify as the inventor of the innovation. The initiative on the basis of management innovation is environmentally friendly. To make a successful business And sustainable growth (Bill Green, 2007, pp.83-84).

4) Residents Behavioral. Condo residents will choose to respond to their needs as possible. Owner will consider the behavior of the residents in two dimensions, the attitude of the residents. Based on Premise Complementing the impressive engagement and dynamic response of the residents. The memories from the expectations of behavior is good and counterproductive work behaviors (Ning Chen, Larry Dwyer & Tracey Firth, 2014) Behavioral residents considering the dimension of. To become a member of the residents in the building. Is necessary due to the coexistence of residents situation awareness. Recognize Needs And the difference of the condominium residents to coexist peacefully with the rules governing the conduct. The desirable and undesirable effects of the residential condominium. situation awareness and Residents control direct influence behavior in a positive way to being a good corporate statistically significant (Chu Chai Krai Smythe et al 2552).

5. Residence research and development Is vital to success and the credibility of the organization during a specific time period. Based on past actions that affect the future. Reliability has three dimensions expertise includes knowledge and market leadership. Dimension trust consists reliability and customer satisfaction include the interest cost and affection (Hoeffler & Keller, 2002), Residence research and development of modern enterprise must consider three dimensions is the excentive and employee ability . A positive attitude towards research and development to enhance the ability to perform even better. And reliability of business (Helena Mortenius, 2014, p. 8689-8708)the researchers Knowledge and abil:ty.Condo owners should take the research to be useful to monitor and evaluate performance. To adopt amendments And innovation And new activities The researchers knowledge and abil:ty. much needed (RT Frambach, 2002) and residence data and technology. Are very important to the business building. Can be used as a tool for management. And to give residents of the condominium. Any organization with complete and accurate information faster than any other organization. It is a competitive advantage (D.F Nel & J.H. Kroeze, 2008, pp.30-31).

Strategy of Development and administration

The stategy development administration. Especially apartment house is the quality management practices in an organization. To help fix bugs and system development to meet the needs of the residents or the building. The company has the potential for greater competition. and an added advantage over competitors more. It would be a sustainable business. Strategy of development administration is three:

One strategy is to create awareness for the Environment (Global Warming) by doing business responsibly by giving priority to the environment.

And business development to be sustainable in the long term. Because the Company has a good image. And maintain a business environment. Phra Brahmakunabhorn (P.A. Pyutto), 2013, pp. 63-67).

The second strategy The organization is developing a modern management approach. (Benchmarking) administration to achieve the goals. Executives and employees must learn various factors. Related business and adapt and develop their skills to meet the competition by reviewing the purpose of the existence of the organization. As well as the value and role of the organization is always (Tippawan LorSuwannarat, 2011, pp. 185-189)

The third strategy Is to grow the business partner (Modernization). Every type of business has its risks. That is geared towards the achievement of the goals. The goal may be to win the competition or business proposition of development goals. One of the key factors that will drive their business survival is the ability to sustain profitability. Profitability to create a competitive advantage. The merger, acquisition or a strategic alliance. To network and to help each other A benefit sharing profits with the partnership together. The exchange of knowledge and technology together in order to manage the business of residential condominium to be developed further (Kriengsak Chareonwongsak, 2013, pp. 128 -129).

The study suggested to focus on the facilities provided to the residents of the lifestyle that is comfortable for living and travel. 2) should give priority to security to the residents of the condominium, by providing 24-hour security guards and install CCTV systems. 3) led innovation. and information technology as a tool for management. and satisfaction with residential condominium 4) induce the concept of Philosophy Sufficiency Economy used in the business building.

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