

ABSTRACT

Thesis Title : E-Commerce and The State's Liberal Trade Policy

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This study was based on the conceptual framework of Liberal Trade and Globalization theories to analyze the effect of E-Commerce on trade liberalization in Thailand. The objectives of the study are as follows:

- 1.To study the growth trend of E-Commerce in Thailand, which is fundamentally belived to support trade liberalization and higher degree of competitiveness for small-and medium-sized enterprises.
- 2.To study the factors which affect the effective development of E-Commerce, which is considered significant for the new era of liberal trade.
- 3.To study government's policies and regulations regarding the system of payment and taxation, which is incurred by E-Commerce transaction. These policies and regulation are highly significant for the success of E-Commerce in Thailand.

This study found that:

1. In this new era, information has become the vital part of day-to-day living in which technology is the driving force for behavioral change. Internet is one of the examples resulting from technological development. As soon as Internet has been developed, E-Commerce or on-line trading becomes the new way of shopping and the United States is the leading country in such technology. The US has also been trying to push hard for the acceptance of E-Commerce by The World Trade Organization (WTO) as the mechanism for the advancement of liberal trade in goods and services.

2. As a member country of WTO, Thailand has no choice but to comply with the principle of free trade as agreed by all member countries. In this regard, Thailand has been affected by the emergence of E-Commerce which is a new global trend. However, Thailand has yet been unprepared for the new change. For example, rules and regulations with regard to the system of payment through online trade, which is crucial for consumer's confidence, were not developed. Besides, working personnel in this new area is still lacking behind the fast-changing technology.

3. In order to develop E-Commerce, there should be full cooperation from both public and private sectors in order to raise the level of standard of this line of business in Thailand to that of the international level. The Thai state should also assume an important role to maintain liberalization and fair practice since, at the moment, Thailand is a semi-liberalized state in which the electronic lines are monopolized and prices are still under state control.