

Amornrat Daorueang 2010: Demand and Supply of Printing and Writing Paper in Thailand. Master of Science (Forest Resource Management), Major Field: Forest Resource Management, Department of Forest Management. Thesis Advisor: Associate Professor Santi Suksard, Ph.D. 84 pages.

Objectives of the study were to investigate factors affecting demand and supply of printing and writing paper as well as to project its price demand and supply in the future by two stage least square method. The time series data during the 15 years period (1994-2008) were employed for formulating the functions. Furthermore, computation of elasticities of demand and supply, projection of demand and supply, average price of printing and writing paper during the next 5 years period (2009-2013) were carried out.

The study indicated that factors directly and inversely affected the demand were population and average price of printing and writing paper, respectively. In addition, factors directly and inversely affected the supply were quantity of export and average price of pulp, respectively, while factors directly and inversely affected the price of printing and writing paper were quantity of export and income per capita, respectively. The elasticity of demand with respect to population and average price of printing and writing paper were 9.489 and -0.730, respectively, while the elasticity of supply with respect to quantity of printing and writing paper exports and average price of pulp were 0.682 and -0.565, respectively.

Projection of demand, supply and average price of printing and writing paper, all showed upward tendency, with quantity of production higher than quantity of consumption. Thus shortage of printing and writing papers will no more be severe problem. The producers should formulate appropriate production complied with the exportation in order to avoid from the surplus problems.

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Thesis Advisor's signature