

PICHET ANGCHANPEN : THE COMPETITION AMONG PUBLIC ENTERPRISES :
A CASE STUDY OF THE SERVICE OF CELLULAR MOBILE TELEPHONE.
THESIS ADVISOR : ASSO. PROF. ISSARA SUWANABOL, Ph. D.
SETHAPORN CUSRIPITUCK, 203 PP.

The objective of this research was 1. to find out the reason to initiate the Cellular Mobile Telephone System (CMTS) of the Telephone Organization of Thailand (TOT) and the Communication Authority of Thailand (CAT), 2. to study the status of competition between TOT - CMTS and CAT - CMTS and their competitive strategy, and 3. to analyze the impact of the competition.

It was found that, there is no law that clearly points out the scope of duty and without authority which each public enterprise has, so the competition in the same activities must be occurred. The CMTS competitive policy formation between the TOT and the CAT was described under the Ministry of Communication (MOC). There are many factors that cause the competitive situation such as the superior bureaus, internal administrative organization, and the interrelationship between public enterprise (PE) and external agencies. The intensive competition depends on 1. direct competition which concluded with technology, marketing-oriented strategy, pricing, investment and financial status, 2. indirect competition which was promulgated in the policy to deregulate the mobile telephone to the private companies. The advantage and disadvantage of competition impact to customers, both PE, and our nation. Lack of the perfect competition is the point that has to be solved due to the unequal unit prices and political intervention. The competition tends to go on because of the increased demand in this service.

By calculating, the power regressive equation $\ln y = 6.247834 + 0.261740 \ln t$, which based on assumption ratio TOT : CAT = 60:40 and 70:30 respectively. The competitive pattern must add 1. justifying the competition, and 2. modifying the government's administrative style in order to solve a fierce intergovernmental competition.