

Abstract

The study on “The responsibility of Bangkok Mass Transit Authority Associated Bus against Social in Resolve Environmental Pollution Problem” aims to study the opinions of entrepreneurs of their ideas in the responsibility against environment problems of society, their business visions which are demonstrated the ways to resolution the pollution problems, the problems in proceeding associated bus business and the necessities in supporting to resolve the pollution problems. The descriptive research is used in this study. The population of this research is the associated bus entrepreneurs in Bangkok area which are 62 companies. Also, the amount of entrepreneurs is 145. The questionnaire is used as the tools in collecting data. The results are analyzed by SPSS software. The statistics are used in this research which is the percentage, the average and the standard deviation.

As the result, 80 percentages of entrepreneurs are male. 32 Percentages of their ages are between 41 and 50 years old and between 51 and 60 years old. 40.7 percentages of their education background are bachelor degree. 28.1 percentages of their business life are between 11 and 15 years. 22.2 percentages of vehicles in their companies are less than 4 vehicles. Moreover, 35.5 percentages of their revenues are between 100,000 and 600,000 Bath. In addition, the opinion of entrepreneurs of their ideas in the responsibility against environment problems of society is in the high level. The associated bus business visions which are demonstrated the ways to resolution the pollution problems are in the medium level. The problems in proceeding associated bus business are in the medium level. Furthermore, the necessities in supporting to resolve the pollution problems are in the high level.

The recommendations of this research are the entrepreneurs should specify the regulations in proceeding associated bus business, and perform the environmental conservative activities for the staffs and other people in order to understanding the pollution problems. Also, the knowledge of inspection and controlling the engine should provide for the staffs in order to resolve the air pollution problems. Additionally, the government should support the budget in order to develop the engine, establish more inspection and maintenance centers, reduce the tax in importing the decreasing pollution devices, encourage in launching the entrepreneur network so as to resolve the pollution problems and promote to the society about the cooperation of associated bus in continuous performing follow the law in order to make the morale and as the best practice for other organization.