

[crru.grad.sch.j.] Article Review Request

Rachchanon Yamsri via Thai Journals Online (ThaiJO) <admin@tci-thaijo.org>

๙. 6/10/2023 11:13

ถึง: กัญญพัทธ์วี กล่อมทรงเจริญ <kunpatsawee@hotmail.com>

กัญญพัทธ์วี กล่อมทรงเจริญ:

I believe that you would serve as an excellent reviewer of the manuscript, "Study of the Business Model for Cocoa Processing: A Case Study of the Organic Community Enterprise in Chong Khab Sub-district, Phop Phra District, Tak Province.," which has been submitted to Graduate School Journal Chiang Rai Rajabhat University. The submission's abstract is inserted below, and I hope that you will consider undertaking this important task for us.

Please log into the journal web site by 2023-10-20 to indicate whether you will undertake the review or not, as well as to access the submission and to record your review and recommendation.

The review itself is due 2023-10-20.

Submission URL: https://so01.tci-thaijo.org/index.php/crrugds_ejournal/reviewer/submission?submissionId=268532&reviewId=119450&key=H5Gzz3

Thank you for considering this request.

Rachchanon Yamsri
Graduate school, Chiang Rai Rajabhat University
Phone 053776026
rachchanon.yam@crru.ac.th

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- เพื่อโปรดทราบ
- เห็นควร... *ดำเนินการต่อ/คพ*

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"Study of the Business Model for Cocoa Processing: A Case Study of the Organic Community Enterprise in Chong Khab Sub-district, Phop Phra District, Tak Province."

Abstract

The research objective was to study the cocoa processing process and the Business Model Canvas (BMC) for cocoa processing in Tak province. The target group comprised managers and members of the organic community enterprise in Chong Khab sub-district, Phop Phra district, Tak province. Data was collected through focus group meetings and workshops to study the BMC. Collected data were analyzed using qualitative data analysis methods. The study found that cocoa processing involves steps that result in diverse products, each of which represents knowledge gained from the learning experiences of the group members. All nine BMC key components of cocoa processing are crucial for the development of the cocoa business in Tak Province.

๑) *เรียนคณบดี*
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เพื่อโปรดทราบ

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