



## CHANGE MANAGEMENT FOR STAKEHOLDERS IN MEASURES TO SUPPORT THE PRODUCTION OF MOTOR-DRIVEN VEHICLES IN THAILAND

Atichat Rotjanakorn<sup>1</sup>

### Abstract

The world looking on the green power for reduces air pollution that the diffusion of electric vehicles (EVs) is regarded as an important aspect of government policy which aims to generate a transition to a low carbon mobility system. Electric vehicles are attracted by customers around the world because electric vehicles have low energy consumption, excellent agility and low air pollution or no air pollution, which is very environmentally friendly with the world and the global electric car stock surpassed 2 million vehicles in 2016.

The Thai Cabinet considered the measures to support the production of electric cars powered by electricity in Thailand (Motor Driven Vehicle: MDV), it has created a wide range of stakeholders, ranging from public, private, or social sectors. This paper focuses on analyzing and grouping stakeholders with the policy, collecting data from various media and analyzing them to share stakeholders, presenting practical and ready changing management's strategies. The change will make all sectors benefit from this policy in full.

**Keywords:** *Motor Driven Vehicle, Stakeholders, Change management*

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<sup>1</sup> Ph.D. Student, Doctor of Philosophy Program in Management, Faculty of Management and Tourism, Burapha University. e-mail: atichat.rotjanakorn@gmail.com