



## **GUIDELINES FOR PROMOTING THE ELECTRIC VEHICLE INDUSTRY WITH BATTERIES IN THE EASTERN ECONOMIC CORRIDOR**

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### **Abstract**

The automotive industry is classified as an early industry that is important for the development of the country in terms of economy, employment, creating added value, development of automotive technology, as well as the development of other supporting industries. The objective of this research was to study 1) To study the level of promoting the battery electric vehicle industry government policy incentives, Entrepreneurial Strategy and Service System 2) To study the causative factors of government policy, incentives, entrepreneurial strategy and service system Influencing promoting the battery electric vehicle industry and 3) To propose guidelines for promoting the electric vehicle industry with batteries in the Eastern Economic Corridor. This research is a combination of quantitative and qualitative research. The quantitative research included a sample of people involved in developing the potential of the automotive industry in the Eastern Economic Corridor, including car manufacturers, car dealers, auto parts manufacturers, auto parts dealers, 403 samples of car users. Determine the size of the sample, using the criteria of 20 times the observed variable, stratified sampling. Use questionnaires to collect data. Analyze data with structural equation models. For qualitative research Data was collected through in-depth interviews. Qualified personnel from relevant private agencies such as Thai automotive industry association, association of parts manufacturers, automotive institute, federation of industries, electric vehicle manufacturers and EV users, a total of 16 people. and analyze data with content analysis. The results showed that: 1) Promoting the battery electric vehicle industry, Incentives, government policy, The strategy of the integrator and service system is of high importance 2) Government policy, incentives, service system And the strategy of the entrepreneur has a collective influence on promotion the battery electric vehicle industry, respectively and 3) Guidelines for promoting the electric vehicle industry with batteries in the Eastern Economic The corridor looks like an illustrated chart with government policy as the bottom-thrust base, incentives and service system in the middle and entrepreneurial strategy promotes at the upper level. In addition, the promotion of the electric vehicle industry consists of product standards, safety standards, profitability and reduction of environmental pollution. The findings are useful in guiding the promotion of the electric vehicle industry. It is also a guideline

for the Ministry of Industry to formulate policies to develop guidelines to promote the electric vehicle industry more effectively.

**Keyword:** Guidelines for Promoting / Battery Electric Vehicle Industry / Eastern Economic Corridor

## Introduction

The Eastern Economic Corridor (EEC) project is an area development project with the main objective of further development of the eastern seaboard, It has been known for over 30 years, also known as the Eastern Seaboard. The EEC project focuses on the development of 3 provinces in the eastern region, namely Rayong, Chonburi and Chachoengsao. The EEC Development Plan recognizes the success of the development of the area, both internally and socially, in order to enhance the country's competitiveness. In 2020 Thailand has a score of 80.10, ranking 21 in the world. 5th in Asia and 3rd in ASEAN (World Bank, 2021). The EEC Area Development Plan is included in the 20-year National Strategy, which consists of 1) Infrastructure Development Action Plan 2) Digital Infrastructure Development Action Plan 3) Action Plan for Development of Business and Financial Centers, 4) Action Plan for Development of Target Industries, 5) Action Plan for Tourism Development and Promotion, and 6) Action Plan for Human Resource Development, Education, Research and Technology (National Economic and Social Development Board, 2021).

In Thailand's situation, the automotive industry business in terms of production and spending in the automotive category is constantly expanding. By incentivizing buyers to provide various conditions, the trend of car volume is increasing each year. The expansion of the automotive industry and the continuous increase in the volume of automobiles, Modern automotive industry, especially electric vehicles (EV). Thailand has the potential of Thailand in the automotive industry to become the center of electric vehicle production in ASEAN, It has a supporting industrial base and plays an important role in the value chain of the global automotive industry. With Thailand's strengths in having the Eastern Economic Corridor (EEC), which is ready to be a magnet for investment, Infrastructure development is in place. Advantageous logistics system because it is located in the center of the ASEAN region. There are many industrial estates and industrial parks where investors can choose to invest and receive incentive benefits for investment due to energy and environmental issues. This led to various national and international agencies introducing measures, to reduce carbon dioxide emissions. Including research and development of key parts of electric vehicles such as batteries, Drive motors and various control systems, etc. As a result, the price of such important parts has decreased, and there has been an emergence of various types of electric vehicle manufacturers in the United States, China, Japan and India are increasing, making the EV market likely to continue to expand (Caiying Shen, Peng Shan & Tao Gao2011).

The global automotive industry is transcending a major transformation. Electrification, autonomous driving, and revivification in the mobility sector affect the entire industry. retailer or dealer, Service stations include relevant players such as government, banks, and insurance, etc.

Changes on an industrial scale like these often pose challenges amidst increased competition, Moving and adapting to what's happening will not only help maintain competitiveness but will also help to seize new opportunities. In the modern automotive world, the demand for electric vehicles is no exception. Although there may still be many obstacles in the beginning, unlocking these restrictions will cause the acceptance of electric vehicles to accelerate faster than many expect. Only those involved who move in the right direction and speed will seize the opportunities in the electric vehicle business that are emerging in the near future (BloombergNEF, 2021).

The modern automotive industry is considered one of the 10 target industries that the government focuses on, which is considered as the engine that drives the economy in the future. New Engine of Growth to extend the value chain of the existing automotive industry to the modern automotive industry such as electric vehicles. The plan is to make Thailand a production base for electric vehicles and key parts to strengthen the capabilities of the automotive industry. It is therefore essential to upgrade production, Improve, standardize production processes and automate personnel development. By upgrading skills and abilities and applying modern technology to increase production efficiency, as well as promoting the use of technology and innovation to further develop into the production of new parts (Kritapol Vipawikul, 2018).

The trend of using vehicles for travel has started to change from the use of combustion engines, which burn fossil fuels that affect the environment by emitting air pollutants, dust, Smoke and noise cause global warming (Poolporn Sangbangpla, 2013). Become a vehicle that uses more electricity, such as electric trains, electric motorcycles, electric bike (Naphat Vajanatepin et al., 2016). In many countries, the production and use of electric vehicles (EVs) has begun to be encouraged, including France, USA, China, UK, Canada, Taiwan which have policies to support such as duty-free on the purchase of electric trains, Or you can take out a loan to buy an electric vehicle at a low interest rate as well as finding charging stations to support the use of electric vehicles, etc. In addition, automotive parts manufacturers that invest from abroad, such as Toyota Group. There has been an adjustment by conducting research on electric vehicles with external companies, adjusting the role of manufacturers (suppliers) as well as adapting to become more service providers in electric vehicles (Kritapol Vipawikul, 2018).

Therefore, with energy and environmental issues, national and international agencies are leading to propose measures to reduce carbon dioxide emissions, through research and development of key parts of electric vehicles such as batteries, Drive motors and various control systems to reduce energy and environmental problems. In addition, Thailand is on its way to becoming a production base for electric vehicles and important parts in the world to drive the economy in the future. New Engine of Growth to extend the existing automotive industry value chain to the modern automotive industry (Automotive Institute, 2012).

Based on the background and significance of this problem, the researcher is interested in studying the development of the electric vehicle industry in the Eastern Economic Corridor in order to align with the status and potential of the Thai automotive industry and prepare for adapting to changes in the competitive environment of the automotive industry in ASEAN and consumer demand. To reduce energy and environmental problems. This will result in Thailand

developing and extending the traditional automotive industry to the modern automotive industry, Expanding the value chain of the automotive industry. Therefore, the researcher is interested in conducting research studies to promote the electric vehicle industry in order to expand the value chain of the modern automotive industry, add economic value, solve energy and environmental problems, and develop the country in the future.

### **Objectives of the research**

1. To study the level of Promoting the Battery Electric Vehicle Industry Government Policy Incentives, Entrepreneurial Strategy and Service System.
2. To study the causative factors of Government Policy Incentives, Entrepreneurial Strategy and Service System Influencing Promoting the Battery Electric Vehicle Industry.
3. To propose Guidelines for promoting the electric vehicle industry with batteries in the Eastern Economic Corridor.

### **Research Methodology**

The researchers used a combination of quantitative research and qualitative research. The study focuses on literature review on Guidelines for promoting the electric vehicle industry with batteries in the Eastern Economic Corridor.

**Quantitative research:** The subjects used in the research include those involved in the development of the automotive industry potential in the Eastern Economic Corridor, namely automobile manufacturers, car dealers, auto parts manufacturers, auto parts dealers, 1,123 vehicle users (Ministry of Industry, 2021). This is based on statistical techniques to analyze structural equation models (SEM). The researcher determined the sample size in the research to be no less than 20 times that of the empirical variable (Grace, 2008). This study involved 20 variables. This study therefore included at least 400 subjects. For consistency with analytical techniques and data accuracy, Data collection uses probability theory with a stratified sampling method. It is calculated proportionally based on the percentage of the sample. The research instrument is a 5-level estimation questionnaire with 85 questions. By finding the IOC value, it was found that the total IOC value was .98 and the total confidence was .982. Analyze data using descriptive statistics and analyze structural equation models.

**Qualitative research:** Key informants include those involved in promoting the potential development of the automotive industry in the Eastern Economic Corridor. Qualified personnel from relevant private agencies such as Thai Automotive Industry Association, Association of Parts Manufacturers, Automotive Institute, Federation of Industries, A total of 16 EV manufacturers and EV users were selected by purposive sampling. Checking the accuracy and reliability of data obtained from in-depth interviews. The researchers used a triangular data validation. i.e. it has considered the consistency and differences in data from time sources, Locations and people.

Based on the objectives of the research, the study authors studied the concept. The theory and related research are then considered to model the structure of the relationship between

variables, namely Government Policy Incentives, Entrepreneurial Strategy and Service System and Promoting the Battery Electric Vehicle Industry. Analyze respondents' data using descriptive statistics to determine frequency, percent, average, standard deviation, Coefficient of variation and use inferential statistics. To analyze structural equation models to test the relationship between latent variables and observable variables. and the relationship between the independent variable and the dependent variable.

### Findings

Research on Guidelines for promoting the electric vehicle industry with batteries in the Eastern Economic Corridor. The research results according to the research objectives can be summarized as follows:

#### **Research Objective No. 1: Level of Promoting the Battery Electric Vehicle Industry, Government Policy Incentives, Entrepreneurial Strategy and Service System**

Government Policy has a high average overall score ( $\bar{X} = 4.03$ , S.D. = 0.65). By consumer protection It has the highest average score value ( $\bar{X} = 4.06$ , S.D. = 0.79). Followed by policy clarity had an average score ( $\bar{X} = 4.02$ , S.D. = 0.803), in terms of law and regulation improvement, average score ( $\bar{X} = 4.02$ , S.D. = 0.805) and investment promotion. It has the lowest average score value ( $\bar{X} = 4.02$ , S.D. = 0.76), respectively.

Incentives have an overall average score value ( $\bar{X} = 3.78$ , S.D. = 0.70). Subsidies had the highest average score ( $\bar{X} = 3.82$ , S.D. = 0.83). This is followed by the privilege with an average score ( $\bar{X} = 3.77$ , S.D. = 0.85), the tax reduction side had the lowest, average score ( $\bar{X} = 3.76$ , S.D. = 0.88) and the praise side had the least average score ( $\bar{X} = 3.75$ , S.D. = 0.86), respectively.

The Entrepreneurial Strategy had a high average overall score ( $\bar{X} = 4.05$ , S.D. = 0.70), with the maintenance center having the highest average score ( $\bar{X} = 4.11$ , S.D. = 0.83). This is followed by after-sales service, average score ( $\bar{X} = 4.07$ , S.D. = 0.80), financing Average scores ( $\bar{X} = 4.02$ , S.D. = 0.83) and technology use had the least mean scores ( $\bar{X} = 4.02$ , S.D. = 0.84), respectively.

Service System has a high average overall score ( $\bar{X} = 3.99$ , S.D. = 0.77), with parts inventory availability having the highest average score ( $\bar{X} = 4.03$ , S.D. = 0.90). This is followed by the installation of charging stations, average score ( $\bar{X} = 4.00$ , S.D. = 0.87), In terms of quality, electric vehicle batteries have an average score ( $\bar{X} = 3.97$ , S.D. = 0.91) and equipment availability at service stations had the smallest mean score ( $\bar{X} = 3.97$ , S.D. = 0.91), respectively.

Promoting the Battery Electric Vehicle Industry has a high average overall score ( $\bar{X} = 4.02$ , S.D. = 0.87), with profitability having the highest average score ( $\bar{X} = 4.04$ , S.D. = 0.96). This was followed by environmental pollution reduction with an average score ( $\bar{X} = 4.03$  S.D. = 0.97), product standards with an average score ( $\bar{X} = 4.02$  S.D. = 0.95), and safety standards with the least average score ( $\bar{X} = 4.01$  S.D. = 0.95), respectively.

**Research objective 2 is to study the causal factors of incentives, Government policies, Entrepreneurial Strategy and Service System influencing Promoting the Battery Electric Vehicle Industry in the Eastern Economic Corridor** Government policies have the highest overall influence and cascade respectively, namely Incentives Service System and Entrepreneurial Strategy. This can be explained as shown in the picture and table as follows:

Analysis of structural model, alternative model

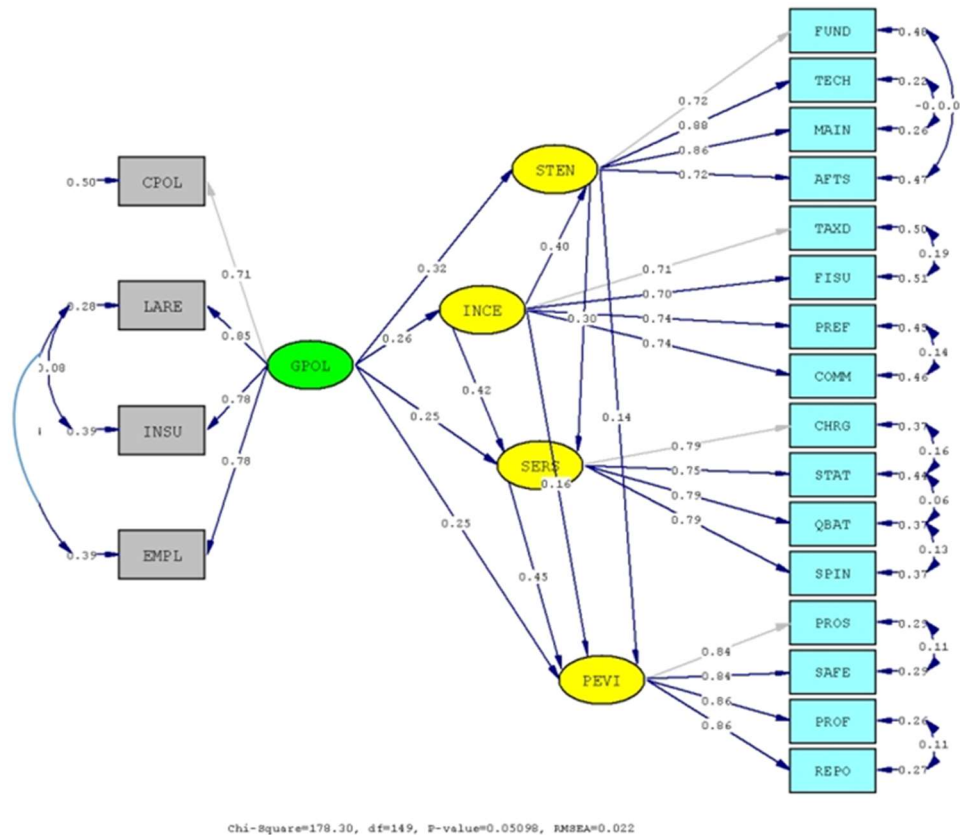
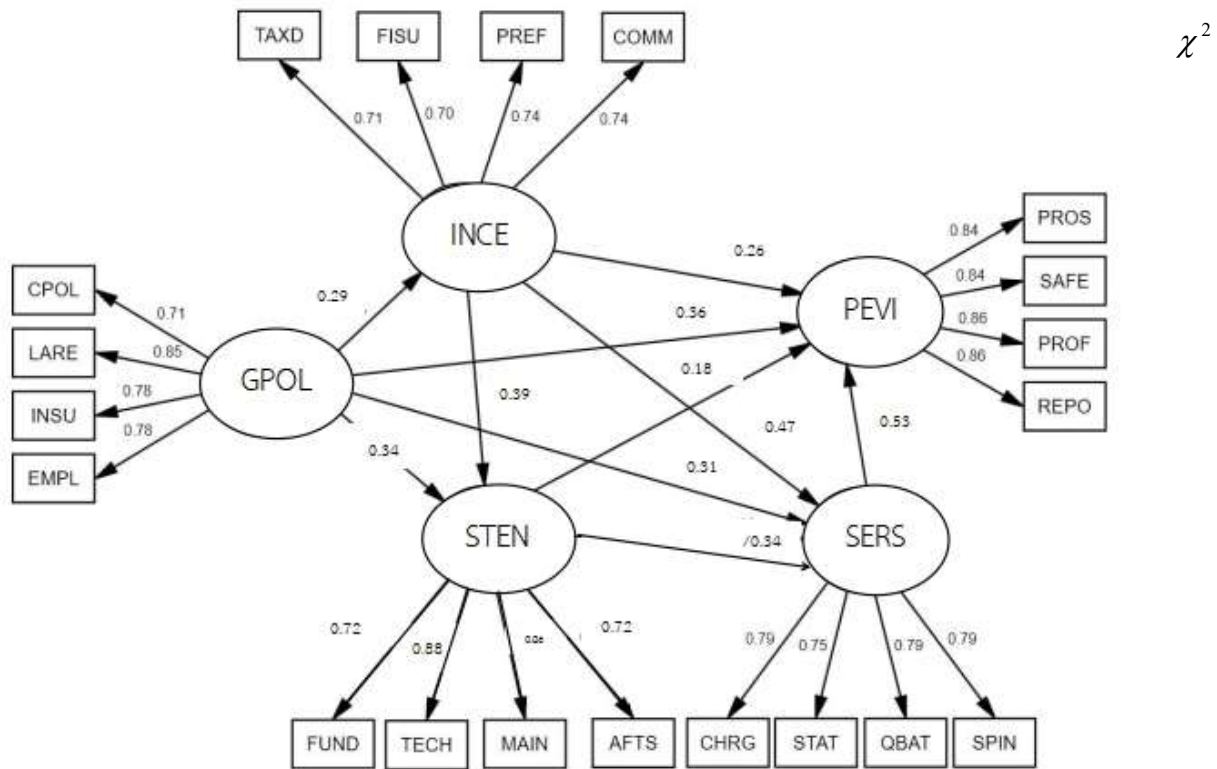


Figure 1 Alternative relationship structure model (Estimates)



=178.30, df=149, p=0.051,  $\chi^2 / df=1.19$ , CFI=1.00, GFI=0.96, AGFI=0.94, RMSEA=0.022, RMR=0.020, SRMR=0.027, CN=432.59

**Figure 2** Alternative relationship structure model after model adjustment

From Figure 1 and Figure 2, the results of the analysis of the alternative model revealed that the external latent variable is Government Policy (LEAD), this directly affects incentives (INCE), Entrepreneurial Strategy (STEN), Service System (SERS) and Promoting the Battery Electric Vehicle Industry (PEVI) are 0.29, 0.34, 0.31, and 0.36, respectively. Incentives (INCE) directly affects Entrepreneurial Strategy (STEN), Service System (SERS) and Promoting the Battery Electric Vehicle Industry (PEVI) is 0.39, 0.47, and 0.26, respectively. Entrepreneurial Strategy (STEN) directly affects Service System (SERS) and Promoting the Battery Electric Vehicle Industry (PEVI) is 0.34 and 0.18, respectively. And Service System (SERS) directly affects Promoting the Battery Electric Vehicle Industry (PEVI) equals 0.53.

The results of the analysis of aggregate, direct and indirect relationships of alternative models are as shown in Table 1

**Table 1**

Dependent variable	relations hip	Independent variables				
		GPOL	INCE	STEN	SERS	PEVI

INCE	DE	0.29**	N/A	N/A	N/A	N/A
	IE	N/A	N/A	N/A	N/A	N/A
	TE	0.29**	N/A	N/A	N/A	N/A
STEN	DE	0.34**	0.39**	N/A	N/A	N/A
	IE	0.11**	N/A	N/A	N/A	N/A
	TE	0.45**	0.39**	N/A	N/A	N/A
SERS	DE	0.31**	0.47**	0.34**	N/A	N/A
	IE	0.29**	0.13**	N/A	N/A	N/A
	TE	0.60**	0.60**	0.34**	N/A	N/A
PEVI	DE	0.36**	0.20**	0.18**	0.53**	N/A
	IE	0.45**	0.39**	0.18**	N/A	N/A
	TE	0.81**	0.59**	0.36**	0.53**	N/A

Chi-square = 178.30, df = 149,  $X^2/df=1.19$ , p-value = 0.051, GFI = 0.96, AGFI = 0.94, RMR= 0.020, RMSEA = 0.022, CFI = 1.00 uaz CN = 432.59

R<sup>2</sup> for Endogenous Variable

TAXD	FISU	PREF	COMM	FUND	TECH
0.50	0.49	0.55	0.54	0.52	0.78

R<sup>2</sup> for Endogenous Variable

MAIN	AFTS	CHRG	STAT	QBAT	SPIN
0.74	0.53	0.63	0.56	0.63	0.63

R<sup>2</sup> for Endogenous Variable

PROS	SAFE	PROF	REPO
0.71	0.71	0.74	0.73

R<sup>2</sup> for Exogenous Variable

CPOL	LARE	INSU	EMPL
0.50	0.72	0.61	0.61

**Table 1** (continued)

R<sup>2</sup> for Structural Equations

INCE	STEN	SERS	PEVI
0.07	0.33	0.57	0.66

CORRELATION MATRIX BETWEEN LATENT VARIABLES

	STEN	INCE	SERS	PEVI	GPOL
STEN	1.00				
INCE	0.48	1.00			
SERS	0.61	0.63	1.00		
PEVI	0.59	0.57	0.76	1.00	
GPOL	0.42	0.26	0.49	0.57	1.00



**Note:** The statistical value  $r$  is between  $\pm 0.81$  and  $\pm 1.00$ , meaning there is a very high level of correlation,  $r$  is between  $\pm 0.61$  and  $\pm 0.80$  means there is a high level of correlation,  $r$  is between  $0.41$  and  $\pm 0.60$  means moderate correlation,  $r$  is between  $\pm 0.21$  and  $\pm 0.40$  means there is a low correlation, and  $r$  is between  $\pm 0.00$  and  $\pm 0.20$  means there is a very low correlation.

\* Means statistical significance at the level of  $0.05$  ( $|t| > 1.96$ ), \*\* Means statistical significance at the level of  $0.01$  ( $|t| > 2.56$ ).

From Table 1, it can be concluded that: Government Policy, Incentives, Entrepreneurial Strategy and Service System affects Promoting the Battery Electric Vehicle Industry finds that Government Policy directly affects Promoting the Battery Electric Vehicle Industry. The path coefficient is  $0.36$ , the  $t$  statistics are  $7.77$ . This supports a statistically significant hypothesis at the level of  $0.01$ , which can be interpreted as the variables studied correlated in the same direction. That's when Government Policy increases, As a result, promoting the Battery Electric Vehicle Industry is also increasing.

Incentives directly affect the Promoting the Battery Electric Vehicle Industry with a path coefficient of  $0.20$  and  $t$  statistics of  $7.42$ . This supports a statistically significant hypothesis at the level of  $0.01$ , which can be interpreted as the variables studied correlated in the same direction. That is, as incentives increase, As a result, promoting the Battery Electric Vehicle Industry is also increasing.

The Entrepreneurial Strategy directly affects Promoting the Battery Electric Vehicle Industry with a path coefficient of  $0.18$  and  $t$  statistics of  $7.94$ . This supports a statistically significant hypothesis at the level of  $0.01$ , which can be interpreted as the variables studied correlated in the same direction. That's when the Entrepreneurial Strategy increases, resulting in more Promoting the Battery Electric Vehicle Industry.

Service System directly affects Promoting the Battery Electric Vehicle Industry with a path coefficient of  $0.53$  and  $t$  statistics of  $9.60$ . This supports a statistically significant hypothesis at the level of  $0.01$ , which can be interpreted as the variables studied correlated in the same direction. That's when Service System increases, As a result, promoting the Battery Electric Vehicle Industry is also increasing.

2. Government Policy, Incentives and Entrepreneurial Strategy affect Service System  
From the results of the hypothesis test results, it was found that Government Policy directly affects the Service System, with a path coefficient of  $0.31$  and  $t$  statistics of  $6.83$ . This supports a statistically significant hypothesis at the level of  $0.01$ , which can be interpreted as the variables studied correlated in the same direction. That is, as the Government Policy increases, it also results in more Service Systems.

Incentives directly affect the Service System, with a path coefficient of  $0.47$ , a  $t$  statistics value of  $7.58$ , which supports a statistically significant hypothesis of  $0.05$ . This can be interpreted as the variables studied being related in the same direction. That's when incentives increase, This results in more Service System as well.

The Entrepreneurial Strategy has a direct impact on the Service System, with a path coefficient of 0.34, a t statistics value of 7.78, which supports a statistically significant hypothesis of 0.01. This can be interpreted as the variables studied being related in the same direction. That's when the Entrepreneurial Strategy increases, This results in more Service System as well.

3. Government Policy and Incentives affect Entrepreneurial Strategy According to the results of the hypothesis test, it was found that Government Policy directly affects the Entrepreneurial Strategy with a path coefficient of 0.34 and t statistics of 6.16. This supports a statistically significant hypothesis at a level of 0.01, which can be interpreted as the variables studied are correlated in the same direction, That's when government policy increases.

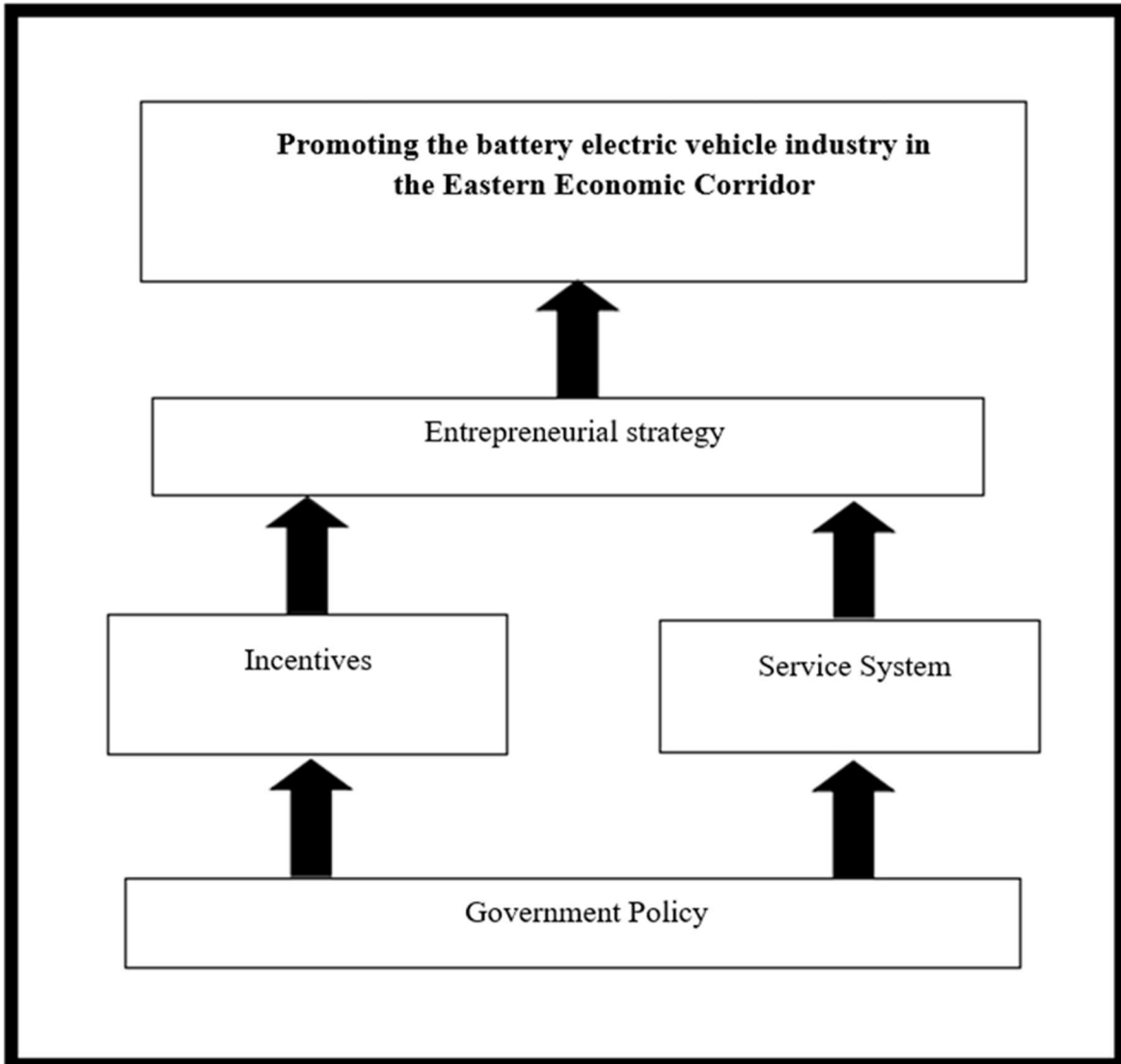
Incentives directly affect the Entrepreneurial Strategy, with a path coefficient of 0.39, a t statistics value of 6.33, which supports a statistically significant hypothesis of 0.01. which can be interpreted as the variables studied are related in the same direction, that's when incentives increase, this results in more entrepreneurial strategies as well.

4. Government Policy affects incentives Based on the results of the hypothesis test, it was found that Government Policy affects incentives with a path coefficient of 0.29, a t statistics value of 4.04, which supports the hypothesis statistically significant at the level of 0.01. which can be interpreted as the variables studied are related in the same direction, That's when government policy increases, resulting in more incentives too.

Research Objectives 3 Guidelines for promoting the electric vehicle industry with batteries in the Eastern Economic Corridor.

Based on the above quantitative research and qualitative research findings, To answer objective 3. Researchers presented guidelines for promotion the electric vehicle industry with batteries in the Eastern Economic Corridor must be given great importance to the "Government Policy". In other words, the government creates policy clarity, Laws and regulations have been improved, investment promotion has been emphasized, and consumer protection has been concretely provided. Giving great importance to "incentives" that require a reduction in tax rates, grants, privileges and recognitions. The most important thing is "Service System". Charging stations must be installed, availability of equipment in service stations, The quality of electric vehicle batteries and the availability of spare parts inventory. Emphasis must be placed on the "Entrepreneurial Strategy", in which entrepreneurs must provide financing, use of technology, This model is described as "Guidelines for promoting the electric vehicle industry with batteries in the Eastern Economic Corridor".

For a mockup of the Guidelines for promoting the electric vehicle industry with batteries in the Eastern Economic Corridor. As illustrated in the chart, the most influential government policy is at the bottom. Incentives and Service System in the middle and the Entrepreneurial Strategy is promoted at the upper level as well. Chart visualization can be derived from direct influences and indirect influences, and collective influences from every latent variable that influence and affect each other.



**Figure 3** Mockup of Guidelines for promoting the electric vehicle industry with batteries in the Eastern Economic Corridor

### Discussion

Structural model equation test results, analyze alternative model relationships, direct influences and indirect influences.

Government Policy (GPOL) had the most direct influence on Promoting the Battery Electric Vehicle Industry (PEVI) at 0.36, followed by Entrepreneurial Strategy (STEN), Service System (SERS) and Incentives (INCE) at 0.01. The coefficients of 0.34, 0.31 and 0.29 are positive influences. It can be said that when Government Policy (GPOL) increases, Incentives (INCE), Entrepreneurial Strategy (STEN), Service System (SERS) and Promoting the Battery Electric Vehicle Industry (PEVI) will increase. At the same time, if there is a decrease in Government Policy (GPOL), Incentives (INCE), Entrepreneurial Strategy (STEN), Service System (SERS), and Promoting the Battery Electric Vehicle Industry (PEVI) will also decrease.

In addition, Government Policy (GPOL) also indirectly influences Entrepreneurial Strategy (STEN), Service System (SERS), and Promoting the Battery Electric Vehicle Industry (PEVI), with indirect coefficients of 0.11, 0.29, and 0.45, respectively.

Incentives (INCE) had the most direct influence on Service Systems (SERS) at 0.47, followed by Entrepreneurial Strategy (STEN) and Promoting the Battery Electric Vehicle Industry (PEVI) at 0.01. In other words, when incentives (INCE) increase, Entrepreneurial Strategy (STEN) Service System (SERS) and Promoting the Battery Electric Vehicle Industry (PEVI) increase. At the same time, if there is a decrease in Incentives (INCE), Entrepreneurial Strategy (STEN), Service System (SERS), and Promoting the Battery Electric Vehicle Industry (PEVI) will also decrease. In addition, Incentives (INCE) were found to have an indirect influence on Service System (SERS) and Promoting the Battery Electric Vehicle Industry (PEVI), with indirect coefficients of 0.13 and 0.39, which are positive influences, respectively.

Entrepreneurial Strategy (STEN) had the most direct influence on Service System (SERS) at 0.34, followed by Promoting the Battery Electric Vehicle Industry (PEVI) with a statistically significant 0.01. It has a coefficient of 0.18, which is a positive influence. In other words, as the Entrepreneurial Strategy (STEN) increases, Service System (SERS) and Promoting the Battery Electric Vehicle Industry (PEVI) increase. At the same time, if there is a decrease in Entrepreneurial Strategy (STEN), it will also lead to a decrease in Service System (SERS) and Promoting the Battery Electric Vehicle Industry (PEVI). In addition, it was found that the Entrepreneurial Strategy (STEN) also has an indirect influence on Promoting the Battery Electric Vehicle Industry (PEVI), with an indirect coefficient of 0.18, which is a positive influence, respectively.

Service System (SERS) has a statistically significant direct influence on Promoting the Battery Electric Vehicle Industry (PEVI) at a level of 0.01 with a coefficient of 0.53, which is a positive influence. In other words, as Service Systems (SERS) increase, Promoting the Battery Electric Vehicle Industry (PEVI) increases. At the same time If there is a decrease in Service System (SERS), it will also reduce the Promoting the Battery Electric Vehicle Industry (PEVI).

### **Suggestion**

This research, the researchers have recommendations on Guidelines for promotion the electric vehicle industry with batteries in the Eastern Economic Corridor to build on this research The following are:

1. There should be a study on government policy, especially those that have influence on the authorities Guidelines for promoting the electric vehicle industry with batteries in the Eastern Economic Corridor, on the issue of amending laws and regulations that cover the battery electric vehicle industry.
2. Other factors should be studied, such as promoting comprehensive services in order to promote the Battery Electric Vehicle Industry.
3. Studies should be conducted on the model of promoting the Battery Electric Vehicle Industry in other economic areas.

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