IMPACT OF ELEARNING IN FOREIGN DIRECT INVESTMENT ON THAI MANUFACTURING SMEs

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Abstract

The objective of the study was to develop an eLearning in Foreign Direct Investment (FDI) using Facebook for the Thai manufacturing Small and Medium Enterprises (SMEs). The study was conducted using Learning Management System (LMS) and data was collected using structured questionnaires from manufacturing SMEs entrepreneurs in five provinces of lower northern Thailand. This study applied stratified random sampling techniques. Descriptive analysis, paired sample t-tests, and Spearman correlation were used to measure the relationships. It was found that participants showed significant improvement in their knowledge and understanding in FDI after completion of the course (P < 0.01). Moreover, a significant positive correlation was reported between ease of use and overall satisfaction, while a non-significant relationship was found between speed of teaching and overall satisfaction as well as design and overall satisfaction. Multiple regression was employed to examine factors influencing the intention to use the eLearning in FDI via Facebook. Three factors had a statistically significant impact on the intention to use, i.e. enhanced skill development, enhanced business performance, and enhanced learning behavior. Practical implications were proposed and discussed.

Keywords: Foreign Direct Investment, SMEs, eLearning, Facebook

INTRODUCTION

The internet has brought about a change in the growth and development of education, especially the eLearning platform. All over the world, countries are increasing their expenditure on eLearning. One of the major beneficiaries is the small and medium enterprise (SMEs) sector, which is the backbone of many economies. SMEs comprise around 99.7%

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