Research Project Title: DEVELOPMENT OF AN e-WEALTH MANAGEMENT “ZYBERSPEEDWEALTH” FOR THAI DEPOSITORS
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ABSTRACT
The e-wealth management “Zyberspeedwealth” was developed for thai depositors in Thailand. The social media used were Facebook, YouTube and blog from www.oknation.net to provide information in wealth management program. The survey on thai depositors’ opinions toward knowledge in wealth management gained by traditional methods was studied prior to the development of e-wealth management program. It was found that among 9 traditional methods to obtain knowledge, only 2 methods were the most popular, i.e. searching from internet and internet banking; the mean values were 3.74 and 3.78 respectively. The e- wealth “Zyberspeedwealth” consisted of 5 chapters: Introduction to Wealth Management, Deposit at Thai bank, Life and Non-life Insurance Program, Investment Through Mutual Fund and Investment in Equity. The implementation of eLearning in wealth management “Zyberspeedwealth” was conducted over a 2 month period with 102 Thai depositors, most of them were female (53.9%), age between 26-30 years old, hold bachelor degree and work in private corporation (38.2%) with the income ranged from 20,000-40,000 Baht (30.4%). The on-line questionnaire was given to participants to assess the effectiveness of e-wealth management and satisfaction of learners towards “Zyberspeedwealth” at the end of the experiment. The result showed that “Zyberspeedwealth” provides better approaches in wealth management information to participants than traditional method ($p=.000$). It was also observed that e-wealth management “Zyberspeedwealth” was significantly effective in providing investment information service with more comfortable and less cost ($p=.000$). From the study, overall respondents were satisfied toward the new media learning via facebook as well (mean = 4.01, S.D. = 0.980)

Keywords: eLearning, Wealth management, Zyberspeedwealth, Thai Depositors