

Transaction and Information Management Model for the E-Commerce of Highly Valuable Traditional Products in Thailand: A Conceptual Framework

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Abstract

In all aspects of organization, information is a key to the success factor that supports all levels of management in the decision making to be made by the managers. As the outcome of information management in having the right information generated at the right time and supporting the right person has been considered an important issue to the management of today businesses, especially, in the digital firm. This paper aims at drawing up the Transaction and Information Management (TIM) Model for the e-commerce of highly valuable traditional products in Thailand. These products are the production from the government project entitled, "One Tambon, or District, One Product (OTOP)" Project. As the product owners in this government project are rural people who are non-business and non-technical people. To be a partial support to the e-commerce development for this government project, the graphic models have been occupied to propose how the information on this particular e-commerce business has been managed and employed in an understandable manner. Its purpose is to facilitate these product owners and the management concerned in the development of this e-commerce to have clear understanding of the information input, processed, and distributed through the e-commerce system. Additionally, this particular TIM Model could be beneficial in bridging the gap between the new business aspect including the advance of information technology and the rural people who are the non-business and non-technical people and also the new entrants of the new digital firm.

Keywords: OTOP, graphic models, Management Information System, Computer Based Information System, graphic models.

Introduction

Management Information System (MIS) is one of the major Computer-based Information Systems (CBIS). Its purpose is to meet the general information needs of all the managers in the firm or in some organizational subunit of the firm (McLeod and Schell 2000). Information System (IS) refers to the designed system for processing and transforming data into information (Koonce 1999). However, the quality of the output information could exist only if the data input into IS posses high quality data. The high quality output reports generated from MIS are also resulting from high quality IS, as well. The information that is the report and model output provided from

MIS is in the form of tabular or graphic form. Information input to MIS is in the form of summary transaction data, high-volume data and simple model. Processing characteristics are in the form of routine reports; simple models with low-level analysis. In some cases, MIS serve the management level of the organization with online access to the organization's current performance and historical records. MIS primarily serve the function of planning, controlling, and decision making at the management level. Typically, MIS are oriented almost exclusively to internal, not environmental or external events (Laudon and Laudon 2004). These definitions could be illustrated by using a model.