

Research Project Title: DEVELOPMENT OF AN eLEARNING MODEL IN SMALL AND MEDIUM ENTERPRISES MANAGEMENT SKILLS FOR THE THAI FOOD INDUSTRY

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ABSTRACT

The objectives of this study were (1) to study the management skills of Thai Food Industry SME entrepreneurs in Thailand, (2) to develop an eLearning model in Small and Medium Enterprise (SME) Management Skills for the Thai Food Industry based on the MONARCHIST model, (3) to investigate the effectiveness of the eLearning model, and (4) to assess the satisfactions of the entrepreneurs towards the utilization of the eLearning model.

In this study, a mixed methods design that integrated qualitative (in-depth interviews) and quantitative (sample survey) approaches were employed. The population consisted of SME entrepreneurs in the food industry, including the starchy foods, meat, ice cream and bakery, snack foods, and sauces and condiments sectors from North, Northeast, Middle, East, West, and South Thailand. A sample of 305 manufacturing SME entrepreneurs was drawn from a population of 1,274 by employing a stratified systematic sampling technique. The data collecting instruments were questionnaires and an eLearning model. Descriptive statistics, paired *t*-tests, chi-square tests and correlation measurement were used to measure the importance of user satisfaction with the components of the eLearning model.

Major findings of the study were as follows:

1) Concerning the model requirements, the entrepreneurs' needs were for accurate financial management to enable access to funding sources, personnel management to improve the strength of the business, knowledge management including sales, purchasing, and production management.

2) The demographic profile of SME entrepreneurs, namely, gender, age, education, business sector, and business size did not have a significant impact on satisfaction and learning outcomes with the eLearning experience at the 0.05 significance level.

3) In the learning process of the learners, the post-learning achievement was higher than the pre-learning at the 0.05 significance level. Additionally, the eLearning model met the 80/80 efficiency criterion.

4) Satisfaction with the eLearning model was found to be satisfactory with the average score of the learners towards the eLearning model being high (4.38 out of 5.00).

These results conclude that the eLearning model was effective and practical for implementation.

Keywords: Web-based learning model, Small and Medium Enterprises, Thai food SME cluster, Management Skills, Monarchist model.