

ABSTRACT

This paper outlines a basic framework for adapting Western e-commerce business models and information systems to the Thai environment.

A compilation of population statistics, demographics and survey data is included to describe relevant aspects of Global and Thai environments. A model relating physical and cultural environmental factors to fundamental elements of e-commerce is developed and used to examine and modify a Western business model.

A hypothetical business incorporating the modified business model and customized system was established. To verify the feasibility of this business, a commercially available off-the-shelf e-commerce system was customized and a website (www.thebigmango.com) was constructed to serve business requirements. Return on Investment figures / graphs, based on reasonable estimates of costs and projected revenues, were developed and are presented in this paper.

A case study of a local Thai business that has successfully incorporated a working version of this system is included.

The approach to analyzing local environmental factors and adapting Western business models and systems to function effectively in the local environment, as described in this paper, is shown to be a reasonable one.