

ABSTRACT

Through means and concepts of new Integrated Communication (IC) is being applied for this study which is vital to measure changes in Thai advertising facilities. This paper was written within the framework of new IC dynamic model towards the acquisition of Thai advertising industry.

Focusing their management on processes as the key to its success. To this end workflow management technologies (GUI) have been developed, involving process modeling, and workflow implementation. The focus of the current work is on the development and characterization of dynamic workflow. A workflow is defined as the automation of new IC dynamic model process, tasks are passed from one participant to another for action, according to a set of procedural rules. Which the ordering, coordination and allocation of tasks can be defined and controlled in accordance with usually a given set of rules and procedures, involving the concurrent participation of multiple and distributed functional units. Applying a maximum likelihood estimation technique for the advertising company with the new IC dynamic model constructed, it is highly significant that the acquisition from through workflow.

The result of the study would direct benefits to the workflow through determining a framework for the advertising company (Creative/graphic design production part) in line with the master plan.