

E-BUSINESS: GROWTH AND TRENDS IN THAILAND

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Abstract: *The era of e-business has changed the old economic relationship among producers, traders and consumers and the new economic relationship is called extended or integrated relationship. In this context this article has made an enquiry about the growth of e-business in Thailand. The change in technologies has a great impact on the old business models especially in the areas of strategies and customer engagement of business. The platform for changes in e-business is the internet, social media and mobile technology. Majority of the people in Thailand are found to be accustomed in using mobile technology in recent years. Nevertheless, the growth of e-business in the form of B2B, B2C, and G2B/C transactions are not so admirable in Thailand from the analysis and findings of this study during the period of 2012 to 2016.*

Keywords: *e-Business, NRI, Trend, economy, Thailand*
