

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*

1. INTRODUCTION

‘New growth theories support the view that the key driver for economic growth in global economies is innovation’ (Griffith et.al. 2004). It could reduce cost and increase quality. According to Todaro (1997) the three important factors underpinning economic growth are- 1. Capital accumulation, including all new investments in land, physical equipment, and human resources, 2. Growth in population eventually resulted to a growth in labor force, and 3. Technological progress. E-business is the concept of conducting trade and retail business online through the use of secure websites. It constitutes the exchange of products and services between business, groups and individuals. There are many ways in which e-business transactions can be classified. Mainly, they are, Business-to-consumer (B2C), Consumer-to-consumer (C2C), Business-to-business (B2B), and Government-to-business/consumer (G2B/C). The growth of e-business leads to raise in the investment of Information Communication Technology (ICT) which in turn leads to raise the productivity and economic growth.

Building a business into a successful e-business has become an important objective for today’s enterprises. It requires such business capabilities as global networking, process integration, information sharing, supply-chain agility, and intelligent decision making. The integration of traditional as well as web-oriented functions is the cornerstone of successful e-business. What makes information systems the backbone of business operations is the emerging global information infrastructure. Enterprises can achieve business integration and coordination through this infrastructure. This is the foundation of any e-business.

2. LITERATURE REVIEW