



## Report Form for International Conference

Actual Economy: Local Solutions for Global Challenges

(ACE 2016+)

Copenhagen, Denmark

19-20 May 2016

### 1. Personal Information

**Name-Surname** Ms.Nalin Simasathiansophon

**Position** Lecturer

**Category** ☒ Academic Staff

☐ Supporting Staff

### 2. Curriculum or Topics of the Meeting/ Workshop/ Study Visit

International Conference, “Actual Economy: Local Solutions for Global Challenges”

(ACE 2016+)

### 3. Keynote Speaker in Meeting / Seminar/ Conference/ Study Visit

1) Dr. Frank Ebinger (Nuremberg Institute of Technology, Germany)

1) Ms. Darina Prokhorova (Chief-editor of Actual problem of economics)

3) Dr. Denis Ushakov (ACE coordinator, International College, Suan Sunandha Rajabhat University)

### 4. Institute or Corporate hosted of the Meeting / Seminar/ Conference/ Study Visit

Co-organized by:

1) Suan Sunandha Rajabhat University, Bangkok, Thailand

2) National Academy of Management, Kyiv, Ukraine

### 5. Duration of the Meeting / Seminar/ Conference/ Study Visit

Date: 19 - 20 May 2016

Time: 9.00 – 16.00

Venue: Crown Plaza Copenhagen Tower Hotel, Copenhagen, Denmark

**6. Budget use for Meeting / Seminar/ Conference/ Study Visit**

40,000 Baht

**7. Objectives of Meeting / Seminar/ Conference/ Study Visit**

- 1) To exchange research knowledge with foreigners
- 2) To promote the research result in international stage

**8. Conclusion from Meeting / Seminar/ Conference/ Study Visit**

Typically, international conference is a stage for promoting relationship between researchers from all around the world. Participating in this event, the author had a chance to exchange research knowledge with foreign researchers, such as Ukrainian, Turkish, Malaysian, and Indonesian. Researchers can apply the knowledge learnt from this forum with their future research. The author can also adopt this knowledge with learning and teaching context. Moreover, the researcher can published this article into Actual Problems in Economics starting from December 2016, under the best database sort, such as Scopus or SCImago Journal Rank (SJR).

**9. Problem and issues of the Meeting /Seminar/ Conference/ Study Visit**

None

**10. Benefit from Meeting /Seminar/ Conference/ Study Visit**

- **To Yourself**

1) Could apply new knowledge learnt from this international conference with learning and teaching techniques

2) Promote research in international stage

- **To the College/ Institution**

1) Increase the number of researchers in Suan Sunandha Rajabhat University

2) Establish relationship with foreign researchers

**11. Handouts or Important Documents related to Meeting /Seminar/ Conference/ Study Visit**

1) The article

Challenges of E-Marketing Implementation on Thai SMEs			
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<b>Abstract</b>			
		<p>Marketing in the 21<sup>st</sup> century has changed business aspects. Internet becomes the most important communication tool that people could not live without. The digital technology has completely transformed a normal firm into a high competitive company. Thus, all firms have to review new electronic and internet-based communications approaches for their potential to manage risks associated with security and performance. This change has put a lot of pressure on small and medium enterprises or SMEs since they are the main force of Thai economy which, in turn, contributes the higher power into the competitive market. However, the slighter growth of GDP generating by SMEs in the past few years has raised the questions that why growth level tends to be lesser than expected and whether firms has efficiently adopt new marketing strategy for this high-tech communication era. This article, therefore, tend to focus on how E-marketing has been implemented among Thai SMEs. The discussion will focus on three main different tools including mobile marketing, web marketing, and social media marketing. The author identifies its concept and characteristic of each tool. Moreover, this study also highlighted obstacles associated with E-marketing implementation on SMEs. The finding showed that the obstacles occur from misunderstanding about e-marketing tools. Since using these tools requires time and human resource, it is quite challenge for SMEs to efficiently apply all these tools.</p>	
		<b>Key-words</b>	E-marketing, mobile marketing, web marketing, social media marketing, SMEs
<b>Introduction</b>			
		<p>Due to the ASEAN Economic Community, there is a strong competition among those small enterprises operates in this region. This incurs a pressure for Thai SMEs to gain higher market share than others in the same industry. Under “Digital economy policy” forced by the Thai Government, SMEs have been encouraged to implement digital technology for improving productivity, increasing product and service value, as well as developing business channel between all stakeholders; consumer, producer, and government sector (Kietisanpipob, 2015). They also provide financial and activities support, which, in turn, makes these companies relying too much on help from the government (Office of SMEs Promotion, 2011). A successful policy implemented by Japanese SMEs, on the other hands, indicates that self-reliance and creativity by local enterprises can emphasizes a dynamic growth and development of Japan economy. Apart from self-reliance and creativity, marketing promotion seems to play an important role in supporting Japanese SMEs overseas business, especially marketing via internet (Kameyama, Kobayashi, and Soutake, 2001). The philosophy of using internet marketing or electronic marketing (e-marketing) strategy to increase revenue has been widely applied by Japanese companies for many years and has been considered as an effective distribution channel that links those Japanese firms with their retailers or customers. Although a recent development of technology and infrastructure has made e-marketing become more popular among SMEs, it still requires knowledge and skill of users in order to choose appropriated e-marketing tools which is suitable for a particular business (Kanchanatane, Suwanno, and Jarernvongrayab, 2014). Since SMEs mostly applying e-marketing in the aspect of distribution channel and promotion, knowledge and skill on internet and electronic devices such as computer, smartphone, and tablet are required. Therefore, SMEs need to decide appropriated e-marketing tools to support their businesses and to avoid pitfall that might occur from misappropriated use of those tools.</p>	
		<b>Literature review</b>	
		<p><b>1. E-marketing concept</b></p> <p>E-marketing or electronic marketing simply refer to the use of digital technology to achieve marketing objectives. In other words, it is a process of using the Internet to generate marketing strategy (Chaffey, 2009). The new marketing concept in the modern era tends to focus on customer orientation. This concept ensures that customers’ needs have to meet efficiently, effectively and profitably. There is quite a number of e-marketing tools adopt by SMEs including content marketing, affiliate marketing, mobile marketing, social media marketing, web marketing, and e-mail marketing. In this article, however, the author will only focus on three main types: mobile marketing, web marketing, and social media marketing. The characteristics of these tools are as follow.</p>	

1) Mobile marketing: a marketing communication through smartphone and tablet. It focuses on multifunction of the application that suitable for a screen size of smartphone or tablet. Mostly, a firm uses it to deliver information on product, service, or promotion in order to establish brand loyalty as well as customer relationship management (Dehkordi, G. J. et. al, 2012).

2) Web marketing: a marketing communication via website. It is considered as ‘front’ of an online store. Web traffic will be driven by advertising and promotion, which, in turn, build a brand recognition and reliability of a firm.

3) Social media marketing: social media is an application used on the internet by group of people through computer or electronic devices based on ideological and technological foundation of Web 2.0 (Kaplan and Haenlein, 2010). In other words, it is a marketing communication via social media website, such as facebook.com, twitter.com, and Google+. Social media provides opportunity that comprises text, images pictures, video and networks for both customers to customer and firm to customer. It is an easy way for a firm to enhance their quality, bring awareness about promotion and understanding customers’ needs and wants.

To effectively implement e-marketing, there are three main operational processes involved in e-marketing that firms need to considered:

- customer acquisition: deals with attracting visitors to a web site or promoting a brand via search engines or advertising or other sites
- customer conversion: engages site visitors to achieve specified outcomes, such as leads, sales or browsing or other content.
- customer retention and growth: encourage repeat usage of channels as well as repeat sales.

## 2. Digital technology in SMEs context

According to the research from Bank of Thailand (Wattanaudomchi, 2015), during January to March 2015 there are lots of SMEs applied digital technology with production, management, and financial transaction. Currently, there is increasing number of the use of high-tech machinery to innovate production. For logistic sector, Global Positioning System or GPS has been widely used in transportation including delivering product to customers. Moreover, the cloud system is becoming popular in manufacturing due to its cost reduction. In terms of financial transaction, online banking plays an important role among SMEs who have cross-border partnerships, especially in South East Asia countries. To effectively use e-marketing, SMEs need to enhance their technological skill into advance level. They should also identify how the Internet can be used to find out customers’ needs and wants as well as to fulfill customer satisfaction. Anticipating the demand for digital services is also important to governing the resource allocation. By doing this, SMEs would be better off to pick appropriated e-marketing tools.

## 3. Trend of E-marketing in Thailand

Recently, the number of the Internet users in Thailand is increasing due to, for example, the lower cost of smartphone/tablet/computer, development of 3G/4G, and improvement of internet access. There also an increasing of lower age users, generation z that was born with smart phone and tablet and even using it as learning tools in the school (Simasathiansophon, 2014). The trend of e-marketing also changes according to consumers’ behavior. Content marketing plays an important role on information sharing while reduce the old fashion of hard sale. Affiliate marketing will be used to increase market share. Mobile banking will become the main source of financial transaction, so firms should develop mobile marketing to provide various distribution channels. Furthermore, customers will absorb only interesting information. Thus, social media and viral marketing need to provide only what customers might want to know.

## Finding

The challenges of e-marketing implemented in Thailand, probably, come from misunderstanding about characteristics of each tool and how it should be used. Before using e-marketing tools, a business should determine; 1) who would be potential customers, 2) how and when they will buy a product, 3) what are their online behaviors, and 4) which e-marketing tools they normally use (Yaipairoj, 2016). Since each tool has different features, it requires knowledge and skill to apply and implement. In this paper, challenges of each tool that SMEs needs to consider consist as follow.

TABLE I – Challenge of e-marketing implementation

Mobile marketing	Web marketing	Social media marketing
1. Screen sizes: different devices makes pictures and web page shown on the screen lose its reality. Thus, it requires a proper design of pictures, banner, web page, etc. for different	1. Structure: needs to be easy to access and understand. The site hierarchy will be divided into category and sub category. This will affect user experience.	1. Feature: including page name, address, cover picture, text, video, etc. need to be carefully designed to attract customers’ interest. 2. Content: should entertainable,

	<p>mobile devices, which leads to high design cost.</p> <p>2. Web browser: need to be designed under HTML for smart phone. However, if main customers use an old version of mobile phones, which cannot use HTML mobile browser, SMEs needs to reduce moving picture from the banner or web page.</p> <p>3. Speed of Internet access: low speed of Internet access, such as EDGE/GPPS may make customer lose their patient and close the web site.</p> <p>4. Hardware: affects customer's experience and usability. When design a web page SMEs need to consider ease of information searching for different devices.</p> <p>5. Operating system: not all programs can use in all devices. For example, a Flash Player program cannot use in the iOS. Thus, SMEs need to avoid using Flash program in web page or banner.</p>	<p>2. Web feature: domain name, landing page, color, picture, infographic, video, various devices support, etc. are the important keys to reach customers. Due to its time consumes, SMEs may have to hire a professional to take care of it, which lead to increasing cost.</p> <p>3. Content: must be carefully designed to capture customers' attention. This includes what information to put, which keywords should be used, as well as how a landing page will be designed.</p> <p>4. Web traffic: it is very important in terms of brand building and recognizing. Search Engine Optimization (SEO) can help increasing web traffic but it requires knowledge and time of SMEs to reach the top of search engine result page (SERP).</p> <p>5. Security: risk of internet scam and lose of customer's personal information if there is no firewall to protect website.</p>	<p>frequently post, contain information about product/ service's promotion.</p> <p>3. Traffic: to increase traffic, SMEs need to use more than one tools, such as facebook, youTube, Instagram, and Line at the same time which will affect time management of SMEs.</p> <p>4. Financial security: there is a risk of internet scam and, not pay the bill on time, which incurs cost for SMEs to follow the payment.</p>
<p>Apart from applying 4Ps-product, price, place, and promotion-with e-marketing, 4Cs are also crucial to a business (Dominici, 2009). The 4Cs, consisting of consumer, cost, convenience, and communication, tend to focus on consumers more than the product itself. To implement e-marketing, a business should identify main objectives of doing e-marketing, such as brand recognition, product promotion, promotion announcement, sale activity, or doing customer relationship management. Researching consumers' behaviors whether they are 'digital native' or 'digital immigrant' is also vital for matching appropriated tools to communicate with customers. Specified where, when, and how the customers will buy a product is at the heart of this process.</p>			
			<b>Conclusions</b>
	<p>Although applying e-marketing can identify target market, establish a good attitude toward brand recognition, and stimulate sale, some obstacles still exist in the way of implementation. Writing skill, creative thinking skill, and computer skill are the center of this strategic implementation. For mobile marketing, hardware, operating system, internet access, web browser, and screen size need to be carefully designed regarding to consumers behaviors. Feature and content tend to be important source of getting attraction from customers in web and social media marketing. Indeed, designing, monitoring, and maintaining e-marketing tools can be costly in terms of human resource and time. Although it would be better off if SMEs hire a computer expert to design, monitor and maintain their e-marketing tools, they should have, at least, basic knowledge and skill of online marketing to prevent fraudulence from those computer companies.</p>		
		<b>Acknowledgement</b>	
		<p>The author would like to thank Asst. Prof. Dr. Krongthong Khairiree for giving insightful comments and constructive suggestions. I would also like to express gratitude to Suan Sunandha Rajabhat University to give me a supportive of both fund and suggestion in every step. Furthermore, I want to thank my parents for their endless love and support for this paper.</p>	
<b>References</b>			
		<p>Chaffey, D. (2009). E-business and e-commerce management: strategy, implementation and practice. 4<sup>th</sup> edition, England: Pearson Education Limited.</p> <p>Dehkordi, G. J., et al., (2012). A conceptual study on e-marketing and its operation on firm's promotion and understanding customer's response. International Journal of Business and Management. 7(19), 114-124.</p> <p>Dominici, G. (2009). From marketing mix to e-marketing mix: a literature overview and classification. International Journal of Business and Management. 4(9), 17-24.</p> <p>Kameyama, S., Kobayashi, H., &amp; Soutake, T. (2001). Model for SME sector development. Paper presented at the 19<sup>th</sup> international conference of the system dynamics society.</p> <p>Kanchanatanee, K., Suwanno, N., &amp; Jarernvongrayab, A. (2014). Factors affecting the intention to use E- marketing of small and medium sized businesses in the three southern border provinces of Thailand. International Journal of Business and Social Science. 5(6). 139-144.</p>	

	<p>Kaplan, A. M. and Haenlein, M., (2010). Users of the world, unite! the challenges and opportunities of social media, Business Horizons. 53(1), 59-68.</p> <p>Kietisanpipob, A. (2015). Digital economy: new driving economic policy. The Secretariat of the House of Representatives, Bangkok: Parliament library.</p> <p>Simasathiansophon, N. (2014). A perspective on blended-learning approach through course management system: Thailand's case study. International Journal of Information and Education Technology, 4(2), 172-175.</p> <p>The Office of SMEs Promotion. (2011). Prevailing Issues on AEC for SMEs in Thailand. Bangkok: The Office of SMEs Promotion.</p> <p>Wattanaudomchi, S. (2015). Thai SMEs and e-commerce. Bangkok: Bank of Thailand.</p> <p>Yaipairoj, N. (2016). Digital Marketing: concept &amp; case study. 3<sup>rd</sup> edition, Nontaburi: IDC Premier Limited.</p>
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## 2) Slides for presentation



### Challenges of E-Marketing Implementation on Thai SMEs

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### E-Marketing Tools



**Mobile marketing:**  
deliver information or promotion.



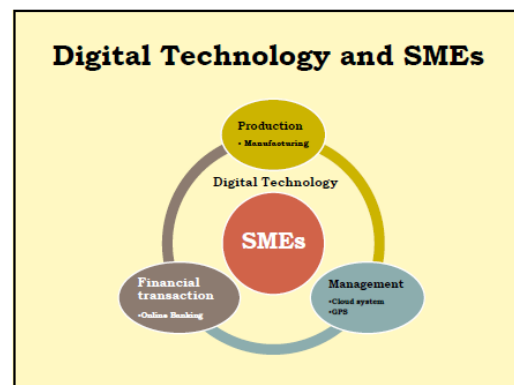
**Web marketing:**  
build brand recognition and reliability of a firm




**Social media marketing:**  
enhance firm's quality, bring awareness about promotion and understanding customers' needs

### Electronic Marketing Concept

- E-marketing refers to the use of **Internet to generate marketing strategy** (Chaffey, 2009).
- The trend focus on **customer needs**: efficiently, effectively and profitably.

### E-marketing in Thailand



- Low cost of smartphone/ tablet/computer
- Development of 3G/4G
- Improvement of internet access
- Low age users – generation Z
- Changing consumers' behavior – absorb only interesting information

### Mobile Marketing

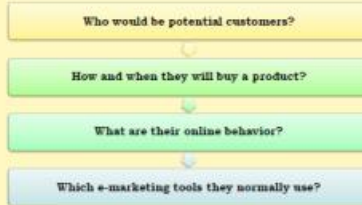
1. **Screen sizes** – high design cost



Source: <http://www.imore.com/iphone-5s-screen-size-and-interface-compared>

## Challenges of E-Marketing

- Before selecting e-marketing tools, a business should...



## 2. Web browser

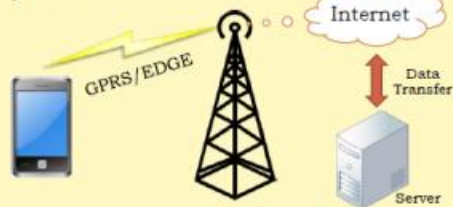


Smartphone  
– use HTML

Normal mobile phone – cannot use HTML, so needs to reduce moving picture.

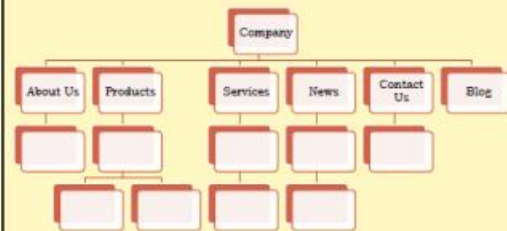


## 3. Speed of internet access – low speed of internet may make customers lose their patient



## Web Marketing

1. Structure – should be easy to understand and access



## 4. Hardware

## 5. Operating system



Mobile Website Vs. Standard Website



## 2. Feature and content



Source: [www.chezmoihomestay.com](http://www.chezmoihomestay.com)

## 3. Web traffic – use SEO to increase web traffic



Source: Tuganaj, H. (2016). Digital Marketing: concept & case study. Stamford: IDC Premier Limited.

## Social Media Marketing

1. Feature and content – incur cost and time to manage



Source: <https://www.facebook.com/Chezmoi-by-home-17036624015617/>

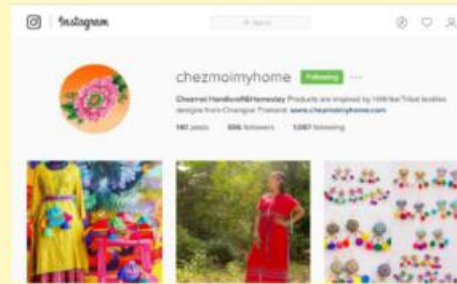


#### 4. Security – Internet scam



Source: <http://www.made-commerce.com/blog/index.php/e-commerce-security-check/>

#### Instagram



Source: <https://www.instagram.com/chezmommyhome/>

#### YouTube



Source: <https://www.youtube.com/user/chezmommyhome>

#### Top 5 Social Media Network in Thailand



Source: <https://www.anki.or.th/publishing-detail/thailand-social-media-user-profile-2018-th.html>

#### 2. Financial Security



Source: <http://www.itsolutions.com/e-commerce/online-banking/secure-your-online-banking-importance>

#### Conclusion

Writing skill, creative thinking skill, and computer skill are the center of e-marketing strategic implementation.

For mobile marketing, hardware, operating system, internet access, web browser, and screen size, need to be carefully designed regarding to consumers behaviors.

For web and social media marketing, feature and content tend to be important source of getting attraction from customers.

Indeed, designing, monitoring, and maintaining e-marketing tools can be costly in terms of human resource and time. Although it would be better off if SMEs hire a computer expert to design, monitor and maintain their e-marketing tools, they should have, at least, basic knowledge and skill of online marketing to prevent fraudulence from those computer companies.

#### References

- Chaffey, D. (2009). E-business and e-commerce management: strategy, implementation and practice. 4<sup>th</sup> edition, England: Pearson Education Limited.
- Yaipairoj, N. (2016). Digital Marketing: concept & case study. 3<sup>rd</sup> edition, Nontaburi: IDC Premier Limited.



### 3) Pictures

Opening speech by Dr. Denis Ushakov



Ms. Darina Prokhorova explain how to publish in a good journal



## Oral Presentation



Group photo



## 12. Certificate of the Meeting /Seminar/ Conference/ Study Visit



### 13. Recommendations and Suggestion

Promoting research in international conference can help participants change their perspective from the narrow to the broader one, which can be later apply with teaching and learning method.

(Reporter).....*Nat*.....  
 (.....*นาย นันทวัฒน์*.....)  
 Date .....*23-08-2016*.....

### Comments from the Superior

.....*Gaining knowledge about the academic methods to produce works of*.....  
 .....*self development*.....  
 .....

(Name).....*[Signature]*.....  
 (.....*นาย นันทวัฒน์*.....)  
 Date .....*23/8/16*.....