

The E-Learning Effects of Digital Innovation Marketing to Digital Empowerment to Make Consumers Happy and Increase the Quality of Life and Well-being in Thailand

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Abstract - The eLearning effects of digital innovation marketing and empowerment are to make consumers happy and increase their quality of life and well-being. The consumer empowerment has received attention from academia and business practice as a measurement of skills, awareness and engagement. The strategy aims at transforming power and collaborative activities to consumers for co-production and co-creation with the potential for improvement in the development of goods/services.

The eLearning marketing, consumers and digital empowerment enhancing consumers' well-being and happiness are to balance between personalization and information privacy. The three types of personalization are social based, behavioral profiles, and location-based.

One good example of this eLearning effects is that the digital marketing is empowered with product co-creation for consumer engagement. This paper is related to the Sports Retail Chain, selling sports products online. The sportspeople play an active role on improving their game. The consequences of Transformative Consumer Research (TCR) create the service/product centers on improvement in the personal and collective well-being of consumers and societies.

Instead of making the short-term profits, the market shares and consumer satisfaction with TCR such as well-being, happiness, and quality of life are of significant interest.

As a result, there are many positive benefits from digital innovation marketing that people are encouraged to exercise for healthy life, good well-being, and sportsmanship peaceful atmosphere. Like a double-sided coin, there are possibilities of drawback such as fraudulence, inappropriate social influence, social exclusion, fear of missing information, cyber stalking, and hackers. It is a paradox between personalization to make consumers happier and facing an increasing loss of privacy. Therefore, the National Security Authority of Thailand, e.g. Internal Security Operations Command (ISCO), may closely monitor any suspicious activities and may use any data for the national security protection and counter-terrorism. There are many useful digital security products to protect people, and both private and public properties e.g. scanner, CCTV.

Keywords - E-Learning, Digital Innovation Marketing, Digital Empowerment, Co-Creation, Co-Production

I. INTRODUCTION

This paper is an academic research paper on the eLearning effects of digital innovation marketing to digital empowerment to make Thai consumers happy, and increase their quality of life and well-being in Thailand.

There is no question that Information Technology (IT) revolution has enhanced the quality of life from improving total care system, making it easier for people to receive better information, teaching and learning, giving consumers convenient interactions with both business and government, and making people measure the ecological quality easily.

The diffusion of information technology and telecommunication hardware, software, and services turns out to be a powerful driver of growth, having an impact on worker productivity about three to five times that of non-IT capital.

A. Research Objectives

The objective of this paper is to share knowledge and advances of eLearning for digital innovation marketing to build networks of educators, expand the opportunity for knowledge interchange, facilitate knowledge-sharing for ongoing digital innovation and empowerment, and build repositories of current practices and lessons learned in Thailand.

B. Research Questions

There are two following research questions of this study:

Question 1 Is Digital Innovation leading to Digital Empowerment?

Question 2 What are the eLearning effects of Digital Innovation and Digital Empowerment?

C. Scope of Study

The scope of this study is based on the qualitative analysis related to eLearning and academic papers within the scope of Thailand.

D. Research Timeframe

Due to the nature of fast changing information technology, this study is based on unending development for next generations.

E. Research Limitation

The scope of this study is only conducted by analyzing the related eLearning digital innovation and digital empowerment and academic papers.

II. REVIEW OF LITERATURE ON RELATED TOPICS

The researcher reviewed the international concepts of Digital Innovation, Digital Empowerment, Co-creation, and Co-production.

A. Digital Innovation

The digital media can be an enabler and driver of people's creativity and innovation. Being able contact with people from around the world, who share your interests and exchange creative materials in order to inspire and generate new ideas for this and next generations, is very easy through high-speed Internet connection that represents a significant transformation shared, interacted and collaborated among human beings. (Gaunlett, 2013).

B. Digital Empowerment

The digital empowerment is based on the practice considerations and realistic visions. It is to inspire individuals and communities to use the digital technology for personal interest and customization, enable communities to be aware and conscious of the utility and necessity to using the Information and Communications Technology (ICT) for their uplifting; developing and promoting widespread and access affordability of digital content based on cultural specifics or language necessities.

The reason is to deliver the contents as a fundamental component of ICT interventions that the technology inspires, but the contents inspire better of what ultimately matters on the long-term basis. It fills gaps of digital in the country in terms of content gap, information

and awareness gap, and technology gap on various intervention modes. It is a continuous process on the policy framework and formulations pertaining to holistic promotion and growth of ICT and contents along with partners and supporters.

Therefore, it must be a comprehensible framework of ideas and perspectives on ICT and its utilities in growth, development and empowerment with no information barrier among individuals and communities. The result is socio-economically awakening and uplifting the mass communication of the country. The utmost benefit of digital empowerment is that the country will have a rich digital information society as well as an empowered country in the reality.

C. Co-creation

The elements of dialogue, access, risk management and transparency are the basic building blocks of value co-creation that we can combine them easily. Co-creation fundamentally challenges the traditional roles of firm and consumer. The point of interaction between consumer and company is where the co-creation experience occurs, where individuals exercise choice, and where value is co-created. Points of interaction provide opportunities for collaboration and negotiation, explicit or implicit, between the consumer and the company as well as opportunities for the breakdown process. (Prahalad and Ramaswamy, 2004)

Obviously, we need a radically different approach for re-igniting the growth and innovation capabilities. But, successful prospecting will require framing and practicing value creation in the fundamentally different ways from that of the past. Recognizing that the traditional system is becoming obsolete, many firms are already testing new business assumptions. In the emergent economy, competition will center on personalized co-creation experiences, resulting in value that is truly unique to each individual.

D. Co-production

Unmistakably, co-production is not a new concept. It should be an increasing academic research of co-production with the co-responsibility. It is an active asset rather than passive consumers, promoting collaboration rather than partnership relationships between staff and service users, putting the focus on delivery of outcomes rather than just services, and being substitutive or additive user/community inputs to professional inputs or introducing professional support to previous individual self-help or community self-organizing. (Löffler, 2009)

In other words, it is based on the principle of reciprocity, in return for greater control over resources and decision-making in public services that citizens are expected to bear higher responsibility and risk.

With respect to the concept of giving power to users and their communities, they no longer have to accept passively the services decided for them by others, but provide them with various professional options.

Some authors argue that co-production is necessarily relational rather than transactional, required active involvement and decision-making by the person using the service in collaboration with others. It is also a cost-saving to public services and lowers the number of new resources, like the colorful reactions.

III. RESEARCH METHODOLOGY AND CONCEPTUAL FRAMEWORK

This research methodology and conceptual framework of this paper is based on digital economy concept that the economy gives consumers many choices of products and services with values to people than one that provides fewer choices for the better matching with different interests and needs of individuals.

A. Research Methodology

The research methodology of this paper is from eLearning; attending useful seminars; and reviewing academic papers of the digital

innovation, digital empowerment, co-creation and co-production.

B. Research Conceptual Framework

The research methodology was derived from the concept of family in the same home. The methodology of this paper is that we are living in the same country of Thailand, like living in the same home.

With this respect, there should be a common understanding and regulation for the public policy of our home.

According to Fig. 1: Sample of Digital Innovation and Empowerment Public Policy Sign, the public policy should be created and posted where everyone in the home country can see. It can be in forms of offline and online media. The offline is a sign made from plastic or paper, and the online is via digital media and other eLearning sources.

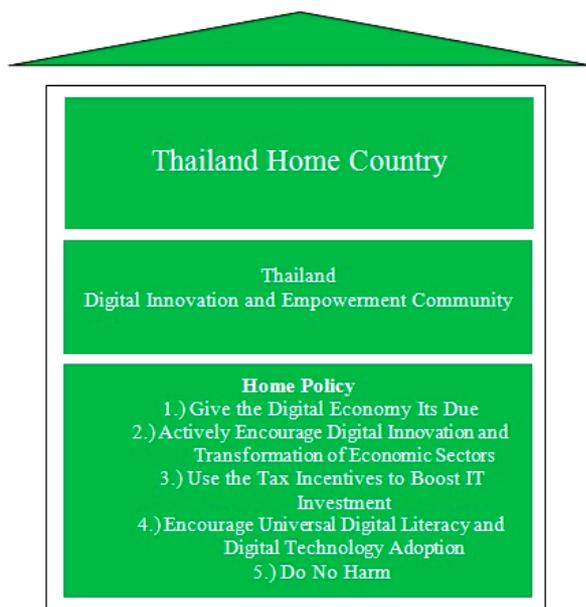


Fig 1. Sample of Digital Innovation and Empowerment Public Policy Sign

Source: Created by Author and Adapted from Digital Prosperity, Understanding the Economic Benefits of the Information Technology Revolution

Seeing and reading are not enough, but people should understand the following implications:

1) Give the Digital Economy Its Due

The economic policymakers need to review IT issues, not just as narrow IT policy but as the centerpiece of economic policy by putting the issues of digital transformation at the front and center of economic policy.

2) Actively Encourage Digital Innovation and Transformation of Economic Sectors

The private sector will drive much of digital transformation, but government should play a supportive role. Government should support research in emerging IT areas. IT should use a wide array of policy levels, including tax, regulatory, and procurement policies, to encourage greater IT innovation and transformation, particularly in key sectors like education, transportation and others influenced by public policy. Additionally, government should lead by an example of leveraging their own IT efforts to achieve effective and productive public sector management and administration.

3) Use the Tax Incentive to Boost IT Investment

IT Investments with innovation are diffused throughout the economy. Because IT seems have a larger impact on productivity, tax policies should be focused on spurring additional investment for newer generations of IT.

4) Encourage Universal Digital Literacy and Digital Technology Adoption

Ensuring that societies take a full benefit of IT revolution will require that the large majority of citizens participate in the digital economy. National governments need to work in partnership with the for-profit, non-profit, and state and local government sectors to help citizens use and access technology.

5) Do No Harm

Making digital transformation the center of economic policy means not just supporting IT, just as importantly it means avoiding harming the digital engine of growth. All too often well-intentioned policymakers consider law and regulations that would slow digital transformation.

IV. RESULTS

The results of digital innovation have both optimistic and pessimistic effects. It depends on the intention of the users in the community. It can be a very good one for good citizens that they can use it empower for new creativity of this and next generations in everyday.

The research result of this paper is that it is the Sports Product Store. Traditionally, people would physically visit the store to purchase any sports products. With the digital innovation marketing, people can purchase any sports products via online store. The website was created with a good intention of sports promotion for healthy life amid nice and peaceful ambiance. The later added features of website can empower people by allowing them to select from many options of sports products such as colors, styles, designs. Next, the new features are co-creation and co-production that people can recommend via website to innovate the new sports products.

With this respect, the answer of Question One is that Digital Innovation is leading to Digital Empowerment with co-creation and co-production. The Question Two for the eLearning effects of Digital Innovation and Digital Empowerment are optimistic that benefits both people and sports store owner.

V. CONCLUSION

On auspicious occasion of the official introduction of ASEAN Economic Community (AEC) in 2015, the eLearning and digital technology of innovation and empowerment are very important to Thailand, connecting to the AEC Community and other countries in terms of academic activities and other activities for the benefits of Thai people and Thailand.

The eLearning effects of digital innovation marketing help developing a single education platform and market, increasing Thailand competitiveness with new mechanisms and measurements to strengthen the implementation of its current and future economic initiatives, accelerating regional

integration in the priority sectors, facilitating movement of business people, skilled labors and talents, and strengthening the national system process and mechanism.

VI. RECOMMENDATION

Like a double-sided coin, the high technology digital innovation and empowerment can be exploited as one of the most powerful tools used by bad people such as bad thieves, terrorists.

For example, the unlawful hackers may perform fraudulent activities to obtain the financial data for personal gains, damaging the financial status of innocent people.

Some bad people may create a bad fake website for unlawful purposes. The bad hackers may access the critical infrastructure websites of the country to shutdown, spread dangerous viruses, or compromise the national security systems.

It is unavoidable that the ICT and National Security Authority of Thailand needs to clearly see, know and analyze the intentions of users in order to solve current damages and prevent any future incidents ranging from financial and human resources/infrastructures to national security of the country. There are many useful digital security products to protect people, and properties e.g. scanner, CCTV.

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(Arranged in the order of citation in the same fashion as the case of Footnotes.)

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