

# The Use of Digital Business Model on Internet Governance in the Business Organization

**Natthaphong Luangnaruedom<sup>1</sup>,**

Department of Computer Science, Faculty of Science and Technology,  
Rajamangala University of Technology Suvarnabhumi,  
Huntra Campus, Phra Nakhon Sri Ayutthaya, Thailand  
<sup>1</sup>natthaphong.l@rmutsb.ac.th

**Narongrid Yimcharoenpornsakul<sup>2</sup>,**

Department of Logistics Management, Faculty of Technology,  
Siam Technology College, Thailand  
<sup>2</sup>lee.lei.law@gmail.com

**Thijsanu Rodruksa<sup>3</sup>,**

Public Administration Program, Faculty of Management Science,  
Silpakorn University, Phetchaburi IT Campus, Thailand  
<sup>3</sup>tanate79@gmail.com

**and Manyad Limoransuksakul<sup>4</sup>**

Faculty of Business Administration and Information Technology,  
Rajamangala University of Technology Suvarnabhumi, Nonthaburi, Thailand  
<sup>4</sup>manyad2525@gmail.com

**Abstract** - In the Digital Age, the business organization must change the business process from traditional to digital business. Digital technology had been using in many process and management of organization and customer service from must change to digital data from and used new technologies to applied and increase her performance of process. The business organization must had the governance in operations. But, it was not the general governance. That was Internet Governance, because the new age were digital business. All of process had been managed on internet and mobile technology, not necessary to met the employee, manager director or CEO of business organization. Technologies could help and support all customer in any time anywhere. So, the board of business must had the internet governance in digital business for build the confidence in business activities with customer.

**Keywords** - Digital Business Model on Internet Governance, Business Organization, Management

## I. INTRODUCTION

Now, World was going to the digital age. Every organizer, utility, facilities and service, management, even transaction control or business used in Digital and Technology. So, the business organization in Digital Age must prepare to development the process of management, organization from and service to digital.

The entrepreneurs have adopted a variety of business plans to streamline their business processes. In general, it has become one of the priority entrepreneurs. Whether it is a small or large business. Production of goods or services It is a component in the strategy to deal with future fluctuations. In this paper, however, the integration of the concept of business plan synthesis into a combination of business plans for profitability and return. The framework of

modern technology and Internet governance is a process of defining workflows to avoid factors that relate to barriers or threats. In the era when the business process has been raised on the Internet. The change is rapid.

## II. DIGITAL BUSINESS MODEL ON INTERNET GOVERNANCE

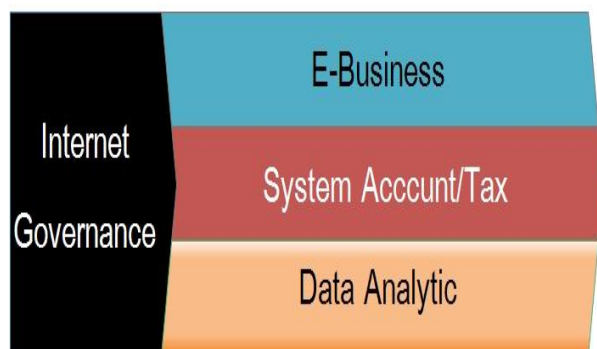


Fig. 1 Digital Business Model on Internet Governance

In Digital Business model on Internet Governance has 4 parts. The three parts are digital business operation, those are:

1. E-Business is adapting to meet the competition in the business to improve efficiency and meet the needs of customers in the business by changing business processes in the form of digital data. The currently technology replace traditional business processes to corporate information systems. Process of communications, marketing, payment and customer service have been changed in the form of digital information systems, databases and the Internet.

2. System Account / Tax is the law and of Thailand for all business to do and paid tax. In currently any digital business do not paid tax and follow on law. So, digital business is free tax that not so good for economy system of business, accounting and tax because it is not equal and exploit any business channel. Then law and tax must control and change digital business on good way.

3. Data Analytic is a science for predict the future for plan strategic of business, that is predominantly refers to an assortment of applications, from basic business intelligence,

reporting and online analytical processing (OLAP) to various forms of advanced analytics. In that sense, it's similar in nature to business analytics, another umbrella term for approaches to analyzing data with the difference that the latter is oriented to business uses, while data analytics has a broader focus. In some cases, people use data analytics specifically to mean advanced analytics.

4. Internet Governance is the concept for digital business user to build trust on internet. Law cannot make the good habits but internet governance can. If the digital business users have internet governance, Business fraud, hoax and tricks will be down. So, that is the important parts on model to make internet good governance on digitals business users.

## III. THE RESULT OF USING DIGITAL BUSINESS MODEL ON INTERNET GOVERNANCE IN THE BUSINESS ORGANIZATION

The Business Organization can use the Digital Business Model on Internet Governance for develop the process of management organization and applied the governance in his business. So, The result of using Digital Business Model on Internet Governance can described in 2 views.

### A. *The Governance of Business View*

The fact that society has raised the current governance. There are several reasons for doing business.

1) The consumption behavior of people changed.

2) In Generation Y consumers have raised a high ideology. Love the accuracy don't like to take advantage.

3) In business or business operations, If a product or organization causes a psychological or social harm. It will affect the image of the brand and business immediately.

4) Trading or running a business for maximum profit is not the answer to doing business in this era. But take into account.

Quality and Environment as well as the business chain. From upstream to downstream to grow up together.

5) Not to affect the market mechanism distort.

6) Managing unfair trade issues.

In the wake of that trend pointed out. Business operators should conduct business with good governance, called business governance. It is a business to be honest, fair, transparent, not to exploit users of goods and services. Especially fair to consumers and the general public. It also provides stakeholders with business, such as shareholders, business partners, and so on. To all parties together happily and create sustainable growth.

### ***B. The Management Organization View***

The CEOs, director or manager of Business Organization could use the digital business model on internet governance for manage or develop the processes and structure of organization to the new form. Applied the process of marketing, trading, selling, ordering and dealing with customers, vendors or suppliers replace the process from papers, telling contact to the E-Business.

The E-Business were the new operation that could increase the performance of process and decrease latency time in activities. Any E-Business were Mobile Application, Marketing Online, Online Ordering, Shipping Online and the others. The Business Organization that used the new way would have performance of the business process and service more than the old way. The customers would chose him in the first choice of his mind because they were assured in business process.

So, the Business Organization in new age must have the new management with concept of Digital Business Model on Internet Governance to fight on marketing competition.

## **IV. CONCLUSIONS**

The Digital Business Model on Internet Governance has been synthesized with

knowledge from a network of experts and experts in a variety of disciplines in both the business and academic disciplines. The model covers the whole business plan management, supply chain. It focuses on Clayton M. Christensen's concept of Disruptive Innovation, which focuses on simplifying the original synthesis and responding to unmet needs of the whole supply chain. The model in this study addresses the most important aspects of digital business, namely, generating profit and return from sustainable business, while also taking into account the performance of the business process.

Therefore, business governance is the accepted principle in the world to set new standards for Thai businesses. To be reliable both management and production. It also provides quality services and enhances the competitiveness and competitiveness of the global economy.

## **REFERENCES**

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

- [1] Luangnaruedom, N., Yimcharoenpornsakul, N., Apinawin, W., Rodruksa, T., and Limoransuksakul, M. (2017). "Digital Business Model on Internet Governance". *International Journal of the Computer, the Internet and Management*, Vol. 25, No. 1, (January-April, 2017), pp. 136-140.
- [2] Kotler, P., Kartajaya, H., and Setiawan, I. (2017). "MARKETING 4.0: Moving from Traditional to Digital". Published by John Wiley & Sons, Inc., Hoboken, New Jersey.
- [3] International Finance Corporation. (2008). "IFC Family Business Governance Handbook (3<sup>rd</sup> Ed.)". United States of America.
- [4] Corporate Entrepreneurship. (2016). "Disruptive Business Model Innovation Adoption, and Its Performance: The Case of the Newspaper Industry". Vol. 49, No. 3, pp. 342-360.

- [5] Christensen, C.M. (2006). “The Ongoing Process of Building a Theory of Disruption”. *Journal of Product Innovation Management*, Vol. 23, No. 1, pp. 39-55.
- [6] Gelbstein, E. and Kurbalija, J. (2005). “Internet governance: issues, actors, and divides”. Published by Diplo Foundation and Global Knowledge Partnership, <<http://www.globalknowledge.org>>.
- [7] Kurbalija, J. (2014). “An Introduction to Internet Governance (6<sup>th</sup> Ed.)”. Printing: Aleksandar Nedeljkov.
- [8] Bradshaw, S. and et al. (2015). “The Emergence of Contention in Global Internet Governance”. *Global Commission on Internet Governance, Paper Series: No. 17 July 2015*.
- [9] United Nations Development Program. (1997). “Governance for Sustainable Human Development”. UNDP Policy Document, New York.
- [10] United Nations Development Programme. (1999). “Governance. Kofi Annan, Preventing War and Disaster”. *Annual Report on the Work of the Organization*.
- [11] Shail-Berryman, P.E. (2012). “Innovation Roadblocks in an E-Business Organization University of Phoenix”. Pro-Quest Dissertations Publishing.
- [12] Guzman, T. and Hector. (2012). “Growth of Small and Medium Businesses through E-Commerce Implementation in Puerto Rico”. University of Phoenix, Pro-Quest Dissertations Publishing.