

# Smart Business with Smart IT in Digital Age

Natthaphong Luangnaruedom<sup>1</sup>,  
Nattapat Nuanmaneethiti<sup>2</sup>,  
Manyad Limoransuksakul<sup>3</sup>,  
and Narongrid Yimcharoenpornsakul<sup>4</sup>

<sup>1</sup>Faculty of Science and Technology,  
<sup>2,3,4</sup>Faculty of Business Administration and Information Technology,  
Rajamangala University of Technology Suvarnabhumi, Thailand

<sup>1</sup>natthaphong.l@rmutsb.ac.th

<sup>2</sup>nattapat.n@rmutsb.ac.th

<sup>3</sup>manyad.l@rmutsb.ac.th

<sup>4</sup>narongrid.y@rmutsb.ac.th

**Abstract** - In previous age, the business process and business form were the traditional trade that the sellers and the buyers did the business by face to face only or used the old age technology in trade process form. The old trade form had a lot of problems in process between seller and buyer or the stakeholders. For examples: used a lot of time in each process, the slow work of old technologies, had a lot of problems in communication, the lost of product in shipping. With a lot of problems, the business process would halt and have the lose of cost, the damage of company and the other damages may incident in future. So, the solving operation for solved the all of problems in new age was the technology. This research used CTEC Customize Technology Co., Ltd for the sample company and used the questionnaires for collected data of satisfy of stakeholder. The result of research shown the increase of speed, reliability and performance of CTECT's business process that were upper than the old business process. The Smart Technology and Smart IT will support the business process and be the best solution for solve all problems in process of business that develop the old business to Smart Business in Digital Age.

**Keywords** - Smart Business, Smart IT, Smart Technology, Digital Age

## I. INTRODUCTION

Now, the business process and business form have changed and evolution themselves from traditional to modern form. In digital age of technology, the modern form of business in age was the smart business. Smart business used the information technology for support each or all of process in business cycle. In present has a lot of information technology (called IT) that can support and help the customer, the employee, the shopkeeper and the companies in worked. So, the selection of technology in business was the important thinking of CEO. Smart IT was the best choice for chose in business. Smart IT was the smart technology that could support all of thing in digital age and be suitable tools for business. Smart IT and Smart Technology will increase the profit of company and upgrade the management to digital organization.

## II. THEORY AND REVIEWS

### A. Smart IT

Smart IT (called Smart Information Technology) that had a lot of technology in new age call smart but for business mean the tools for applied and developed the management, organization, process or support the workers in any method of business. (Berryman, 2012) Smart IT usually saw in application program, network programming, online programming or social network application. Smart IT could work any time anywhere and do not have

limitation on used. So, Smart IT was the best tools in digital age.

### B. Digital Business

Digital Business use technology to create new value in business models, customer experiences and the internal capabilities that support its core operations. (Luangnaruedom, Nuanmaneethiti, Yimcharoenpornsakul, and Limoransuksakul, 2018) The term includes both digital-only brands and traditional players that are transforming their businesses with digital technologies. But, the digital business only was not covered the ethic of people in business process and the laws can not give force to all customer or all seller in online or internet business activities. So, the governance in internet would solve that problems. If the people have governance, the crime was not born.



Fig. 1 Digital Business Model on Internet Governance

Digital Business model on Internet Governance (Luangnaruedom, 2017) 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 could not 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. RESEARCH METHODOLOGY

### A. Sample Business

In this research, the sample of business was CTEC Customize Technology Co., Ltd. The business organization was in Thailand. CTEC Customize Technology was the business with design, manufacture and distribution of products made from material such as Polymethylmethacrylate, silicone, titanium, cobalt chrome, ultra-high molecular weight polyethylene with patient-specific customization aligned to individual patient / personalized implant for neuroscience, craniofacial surgery, oral-and-maxillofacial surgery, orthopedics, cranioplastic implant and dental.

### B. Research Issues

The CTEC Customize Technology Co., Ltd. has the problems with business process and form of trading, marketing, shipping, accounting, management and risk because the

present business form of CTEC was the traditional form. Now, the process would very slow, uncomfortable of communication, unsmooth of management, lose the products on shipping and transportation, refuse on accounting system and slowly, could not recheck the correct data and high risk in each process of business. So, the CTEC want the new technology for solve all of problems, covered the all of business process, management smoothly and increase the profit of company.

**C. Research Process**

In this research used the Smart Technology for applied and developed the business process of CTEC Customize Technology Co., Ltd. in any topics.

1) Used the IT Programs / Applications in marketing process of company. For examples: online ordering, online payment and online tax.

2) Used Digital Business model on Internet Governance for applied business model of company and assure the business faired.

3) Used Social Network for advertise the company and products. Example: development the website of company, facebook, line, and the other social application.

4) Used Data Analytics for marketing plan.

5) Used online accounting program for accounting management.

After do the 1-5 process, used the questionnaire for survey the opinion and satisfy of users.

**IV. RESULT**

This research used the questionnaire for survey the satisfy from CEOs, staffs and customers of CTECT about 140 persons in the topics of speed, reliability and performance of smart business. The scale of questionnaire that shown on table I and the result shown on table II.

**TABLE I  
THE SCALE OF QUESTIONNAIRE**

Point	Meaning
5	Very satisfied
4	Satisfied
3	Average
2	Less satisfied
1	Unsatisfied

**TABLE II  
THE COMPARE OF OLD AND NEW PROCESS**

Topics	Smart Business (%)		
	Speed	Reliability	Performance
Advertising	82.11	87.60	83.43
Marketing	84.84	80.15	80.55
Accounting	86.13	87.08	83.56
Business Management and Organization Management	82.98	80.14	82.32

**V. CONCLUSIONS**

From result of this research, Smart Business with Smart IT methodology used on CTEC Customize Technology Co., Ltd. had very effective in business process and organization management. Smart Business could add the values of company in every topic of research issued, smoothly in management and decrease the risk of company in market shared. So, the Smart Business was the best practice for business organization in age of digital.

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

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