Research Title : The Business Performance of Digital Business Transformation on Small Enterprises in Thailand
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Year of Publication : B. E. 2561

ABSTRACT

The purpose of this research is to study whether digital business transformation significantly affects SMEs to increase the business performance including the financial perspective, customer/marketing perspective, internal process perspective, and learning and growth perspective. The research design is designed as a quantitative research. Structural equation modeling (SEM) is used to analyze the survey responses. Using SME is to specify, test, and modify the measurement model. The results of measurement model analysis and path model analysis are presented in this chapter. The data set of 500 samples are collected and summarized as shown in this chapter. The results of the EFA show that cross loading items are eliminated and other measurement items are consistent with the construct validity. The results of the CFA show that the sample data are a favorable fit to the measurement model. Hence, the structural model was reasonably acceptable. The results of structural path analysis indicate that two hypotheses are statistically significant and positive.

Keywords : Digital Business, Transformation, Small and Medium Enterprises, Business, Performance

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