

**International Academic Multidisciplinary Research Conference 2017**

**Conference Proceedings**

**INTERNATIONAL BUSINESS ECONOMIC TOURISM SCIENCES TECHNOLOGY  
HUMANITIES SOCIAL SCIENCES AND EDUCATION RESEARCH CONFERENCE**

*London, United Kingdom  
5 – 7 April, 2017*

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# Conference Proceedings

INTERNATIONAL BUSINESS ECONOMIC TOURISM SCIENCES TECHNOLOGY  
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## INTRODUCTION

We would like to welcome our colleagues to the International Business Tourism Transport Technology Social Sciences Humanities Education Research Conference. It is the seven series in 2016 of Conference on Business Tourism and Apply Sciences was held in Amsterdam. As always many members of the ICBTS 2016 community look forward to meeting, sharing and exchanging their research ideas and results in both a formal and informal setting which the conference provides. Likewise, the concept of alternating the international conference every one month on April to November between Europe and the rest of the world is now well established. This year's event in London (UK) Paris (France) Munich (Germany) Amsterdam (Netherlands) Boston (USA) Toronto (Canada) London (United Kingdom) Zurich (Switzerland) Berlin (Germany) Tokyo (Japan) and another continues with the cultural following the very successful and productive event held in London-Zurich in August 2016 in the field of various types for international academic research conference on Business Economics Social Sciences Humanities Education and Apply Sciences. As usual The ICBTS 2016 brings together leading academics, researchers and practitioners to exchange ideas, views and the latest research in the field of Business Tourism and Apply Sciences.

The theme of this event The 2016 ICBTS International Business Tourism Social Sciences Humanities and Education Research Conference is "Opportunities and Development of Global Business Economics Social Sciences Humanities and Education" It is also represents an emerging and highly challenging area of research and practice for both academics and practitioners a like, The current industrial context is characterized by increasing global competition, decreasing product life cycles, Global Business, Tourism Development, Social Sciences Humanities Education Apply Sciences and Technology collaborative networked organizations, higher levels of uncertainties and, above all, and customers. In our view holding this event in Tokyo represents a timely opportunity for academics and researchers to explore pertinent issues surrounding Business Economics Tourism Social Sciences Humanities Education Sciences and Technology.

Potential authors were invited to submit an abstract to the International Conference Session Chairs. All abstracts were reviewed by two experts from the International review committee and final papers were further reviewed by this volume with 30 contributing authors coming from 18 countries. This book of proceedings has been organized according to following categories:

- Business
- Management
- Marketing
- Accounting
- Financial
- Banking
- Economic
- Education
- Marketing
- Logistics Management
- Social Sciences
- Supply Chain management
- Industrial Management
- Information Technology
- Sciences Technology
- Transport and Traffic
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# THAILAND AND TECHNOLOGICAL PRODUCTS: A SOCIAL SCIENCES CASE STUDY

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## ABSTRACT

This research is a case study on "Thailand and Technological Products: a Social Sciences Case Study". The main purpose is to examine on how new innovation and technological equipment that has influenced the new life style of Thai youth and also the Thai culture. Thailand is the land of contrast, for the first time traveler to Thailand; he or she may be lost in a world of contrast. Form traditional temples too the high sky scrapper of Bangkok. New innovation such as the smart phone, tables, has found its way in to our lives. Little that we know it or realize it these new innovation change our lives completely. Product such as smart phone influence about 80%, of our daily activity. Technologies shape how we live and learn. New innovation like smart phone and tablet set the social scene for Thai youth and also young working adult.

Student relied on innovation like these for their study and research. The Associate of Southeast Asian Nation (ASEAN) craze also plays many role on how Thailand is progressing, currently the Thai government has emphasize the use of tablet in learning and teaching process in classrooms across the country. Innovation like this will change the Thai society and also the whole ASEAN. Thailand is now on the path of industrialization, the need of new innovation and technology product is a must the reach this goal. This article will further examine on how innovation and new technology, like the tablet, smart phones, and computers influence Thai youth and also the Thai society as a whole.

**Keywords:** *Innovations, technological product, Thai society, ASEAN and Social Science*

## THAI SOCIETY AND NEW INNOVATION AND TECHNOLOGY

Innovation involves deliberate application of information, imagination and initiative in deriving greater or different values from resources, and includes all processes by which new ideas are generated and converted into useful products. To be called an innovation, an idea must be replicable at an economical cost and must satisfy a specific need. In business, innovation often results when ideas are applied by the company in order to further satisfy the needs and expectations of the user. In a social context, innovation helps create new methods for alliance creation.

Now technology products and innovation plays an important role in our life. It change the way we use our daily life. If you notice in just about any major city in the world and you'll see the same thing: slouched shoulders and down-turned faces staring glumly at Smartphone screens. There are many people never look away, completely immersed in whatever is happening in the palm of their hands, while others get stuck in a loop of pulling phones from pockets or purses and popping on the screens for just a moment before putting them away again for just a minute or two. Smartphone are amazing things, but for those who have become addicted to messaging instant gratification, they are a bit unwieldy. This annoyance gets even worse as these devices grow larger and larger. One approach would be to relax a little and stop feeling so compelled to check for Facebook notifications every 30 seconds. Those fully immersed in the information age, however, will be more than this. Not long ago, notebooks computer replaced desktops computers, now tablets and Smartphone replace notebooks computers, with declining sales of notebook and desktop

computers; the technology markets change quickly. According to Setta Sasanan (2010) “the use of wireless devices used to view media at home and on-the-go is proving a challenge for personal computer (PC) makers and changing the playing field for the overall information technology (IT) industry. This is so because desktop PC are become obsolete and old fashion. In a country like Thailand technology and fashion go hand in hand. And we cannot separate it from one another. Innovation like tablet could be said a new replacement for PC in our daily work. As more and more of us are drifting away from PCs and laptops, and toward mobile, touch-screen devices Communication Corporation in Thailand like True, DTAC and AIS uses tablet to their advantages in term of providing new services to customer. On the social side this is also a show of a fashion statement.” Setta Sasanan (2010).

For both image and social status of a country like Thailand, this seems quite unique. New innovation and technology namely Tablet, Smartphone, and new high technology products support the social status of people and their lives. Society in Thailand is strongly divided into various hierarchical levels. Each citizen has his or her own ancestral position. Due to the fact that everyone wants to be as high up in the hierarchy as possible, it is normal for people to try and positively affect their perceived social status. On a small scale, this is noticeable due to the well-maintained appearance of the people. It is not at all unusual for the poorest people to be extremely stylish with smart clothes. A large car or house is used to show off the status achieved. It is not important that this standard of living might have been achieved with loans because this cannot be seen by other people. Unfortunately, this type of behavior often leads to large proportions of the population having big debt problems. Being rich is a sign of prestige and how the wealth is achieved plays a lesser role.

New innovation influence the society in both positive and negative way, it could be said it be a new trend setter. New innovation and technology like Smartphone, High Definition Television, Blue Ray discs and 3D movies make entertainment change to a whole level in Thailand. New innovations are improving lives, sharing Thai culture and language with the world, and creating economic opportunities.

If we look at the innovation and how; it impacts the social aspect of Thailand. The most obvious it was during the flood in Thailand in 2010 many new innovation was created such as home made raft that was made from water bottle and the famous floating tuk-tuk. In these situations creativity innovation means the form of survival. According to John Bessant & Keith Pavitt (2001 p.23) “Innovation is increasingly seen as a powerful way of securing competitive advantage and a more secure approach, but success is not always guarantee. The history of product and process innovations is littered with examples of apparently good ideas which failed. But in other cases it was a case of an overnight success.” For a country like Thailand innovation don't always means making profit, but it could be said is for survival at a lowest cost possible. At the same time product development is an important capability because the environment is constantly changing. New products are often seen as the cutting edge of innovation in the marketplace, technology and innovation plays just an important strategic role.

As we are stepping into the 21<sup>st</sup> century the role of technology, sciences and innovation will go side by side with religious believe. As stated by the President of Meajo University Thailand Thep Pongparnich (2007) “Technology, science and innovation at least seem to be very compatible with Buddhism, the oldest religion of Thailand. The principle of Science and Buddhism is definitely in common, but differences surely exist in the two disciplines regarding the way of attaining the goal. These differences, however, are rather complimentary than in opposition to each other. It could be said because of this factor at least, that the Thai people tend to accept Science and Technology readily, or in fact too quickly or even indiscriminately, the so-called pendulum phenomenon. What should happen though; is that Science and Technology for the Thai

society should complement and be in accordance with Thai culture or original Thai way of life, which has been intrinsically and practically a Buddhist culture since times past.”

### **ASSOCIATION OF SOUTHEAST ASIAN NATIONS (ASEAN)**

The Association of Southeast Asian Nations (ASEAN) was established on 8 August 1967 with the signing of Bangkok Declaration by Indonesia, Malaysia, the Philippines, Singapore and Thailand. At the beginning it was founded as a loose organization. ASEAN was build based on three principles of: Respect for state sovereignty, Non intervention in other state member internal affairs, and the non- use of force in resolving conflict.

The growing mutual trust among ASEAN member and also together with the increasing convergence of interest has also seen ASEAN assuming a large and more important role in regional and international political and security affairs. The first three decades since the formation of ASEAN largely remain a network- facilitating framework for government elites. Though the early formation years till the late 1990s the political process at both national and regional levels in Southeast Asia could be describe as static, highly centralized and one- dimensional. (Association of Southeast Asian Nation 2009). ASEAN has greatly benefited from its deviated performance. Due to this ASEAN has become a well established international fixture. ASEAN leaders agreed on a shared vision of ASEAN as a concert of Southeast Asia nations, outward looking, living in peace, stability and prosperity, bonded together in partnership in development and in a community of caring society, furtherer more in 2003, the ASEAN leaders resolved that an ASEAN Community shall be established compromising on three pillars that is ASEAN Security Community, ASEAN Economic Community and ASEAN Socio-Cultural Community (Khairiree, 2016).

Acharya (2001) described that every ASEAN members are working towards their strategic goal that is to follow the ASEAN charter and also cooperation with each member country. It could be said that ASEAN member country has develop a way to gain its strategic goal and to strengthen more its relationship with each member nation, that is true the development of the ASEAN Way. The ASEAN Way is the process of intra-mural interaction and to distinguish it from other multilateral setting, especially, western multilateral setting (Acharya 2001, p.47). One of the successes of ASEAN is that it has been the ability of its member state to harmonise their foreign policies and often speak with one voice in international affairs. Goh (2008) stated that ASEAN has been the main channel of engagement with external power although these engagement were aim at enhancing ASEAN's economics ties with the major develop countries, they were subsequently targeted at inducting secondary and rising power into the regional power into the regional order, this is seen as essential in helping to diversify the source of Southeast Asian strategic and economic stability.

### **THAILAND AND ASEAN**

Beside this the Associate of Southeast Asian Nation (ASEAN) craze also plays many role on how Thailand is progressing, currently the Thai government has emphasis the use of tablet in learn and teaching process in classrooms across the country. Innovation like this will change the Thai society and also the whole ASEAN as a whole. Thailand is now on the path of industrialization, the need of new innovation and technology product is a must. Doing business among other ASEAN members use to be manually but now it is mostly all online and paperless. The use of tablet and online software we could transfer money without even going to the bank. While Thailand is preparing for the ASEAN Economic Community 2015 (AEC 2015); Thailand have uses a new policy of modernization in term of education, communication and transportation (ASEAN 2013). This is so because Thailand needs to be up to the ASEAN Standard if Thailand wants to achieve its goal for AEC 2015. With the exception of Singapore, which can be considered a

developed city-state, most members of ASEAN are still developing nations, with a few still in the under-developed phase of growth. Economic development within the individual ASEAN states has been heavily dependent upon government infrastructure rather than private development, foreign direct investment, and the growth and diversification of local firms. This could be an obstacle for Thailand and ASEAN to grow in term of innovation and new technology.

As information travels faster and faster and more reliably, barriers of distance disappear, and businesses are realizing how easy it is to outsource jobs overseas, this is where Thailand will have the advantages. Businesses have been at the forefront of technology for ages. Whatever can speed production will draw in more business. As computers emerged in the 20th century, they promised a new age of information technology. But in order to reap the benefits, businesses needed to adapt and change their infrastructure. This is where ASEAN will play a very important role. For Thai society to adapt to this new technology, firstly most Thai people must be tech savvy and must have the proper education on ethical usage of this new innovation (Phalaunnaphat Siriwongs 2012). Creativity is fundamentally a social process where new ideas are more likely to come through rest and relaxation rather than strenuous formal meetings. Consequently workplaces need to be redesigned so that an environment of serendipitous sharing becomes the norm. This must be supported by the correct motivation systems that reinforce and truly reward new ideas and promotes high productivity. In order for Thailand and ASEAN to become more progressive the Thai society need to change attitude towards new innovation and product.

### **CHALLENGES FOR THAILAND**

Thailand could be considered a moderate advance country in Southeast Asia, which means it, is developed but not as much as Malaysia or Singapore. Thailand is going under much transformation in order to prepare and get ready for AEC 2015. Much new policy regarding technological advance for Thailand is in place for the development of the country. Thailand need to be involves more with the international community in terms technological development and the usage of technology. Most usage of technology is still limited to entertainment; if this was able to transfer to everyday usage it would be a positive outcome for Thailand.

### **RESEARCH PROCESS**

This research is a case study on “Thailand and Technological Products: a Social Sciences Case Study”. The main purpose is to examine on how new innovation and technological equipment that has influenced the new life style of Thai youth and also the Thai culture. Data of the study were collected from students who enrolled in course IGS 1107 Introduction to ASEAN at International College, Suan Sunandha Rajabhat University, Nakorn Pathom Education Center, Thailand. The simple random sampling was employed in this study. In this study, the researcher collected data from various resources such as classroom observations, students using their I-phones, tablets and laptop computers. Semi-structured interviews with students were also conducted.

### **RESEARCH QUESTIONS**

Question: What are the Thai students' perceptions on using new technology, like the I-phone, tablet, smart phones, and computers in daily life?

### **RESEARCH FINDING**

Base on the research finding the research found that:

- 1) New innovation had influence the society in both positive and negative way. The students had positive perceptions on using new innovation and technological equipment. They used smart phone during their classrooms and outside classroom looking for more knowledge and information through Google. However, new innovation had influence the society in negative way too. Smart phone had influenced on Thai way of life and there were less face to face communication among people. People used line, face book or chat more than talked with each other in their social life.
- 2) Thai students tend to accept Science and Technology readily, or in fact too quickly or even indiscriminately, the so-called pendulum phenomenon. What should happen though; is that Science and Technology for the Thai society should complement and be in accordance with Thai culture or original Thai way of life, which has been intrinsically and practically a Buddhist culture since times past.
- 3) Students are more active and perform better when using technology aids. The students will feel lost if their essential technological equipment is taken away.

### **CONCLUSION**

Innovation and technology could be said is a trend and 'in - thing' for Thai society. Product like smart phone and tablet has become a fashion statement and social status symbol. This is so because Thai society loves to be different and be high above in the social hierarchy. In conclusion the technology and innovation does change and influence the Thai society. But what is needed is more education for Thai people regarding on to use this technology and innovation ethically. Thailand shows that during hard time like the flood of 2010, Thai society is able to produce a new product that most people never think about. While ASEAN is still a hot topic in Southeast Asia, Thailand is not far behind from other country in this region in term of development. More innovation can be made in Thailand and most importantly need to develop both socially and technologically in order to be a leader in this region.

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