Key Success Factors for Fully E-learning in Thailand

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— Review of —
Integrative Business & Economics
— Research —

ABSTRACT

The research "Key success factors for fully e-learning in Thailand"The purpose of research : To study factors for fully e-learning in ThailandThe instruments used in research The study gathered information from documents and interview (In-Depth Interview) factors for fully e-learning in Thailand

The research about the requirements of Key success factors for fully e-learning in Thailand(1) Managing and developing people (2)Strategic (3)Operations (4) Physical resources(5)Customer relationsfor fully e-learning in Thailand

Success Factors studying the world's most successful companies for decades, business consultants and authors have analyzed the most successful companies in America and the world, and attempted to define what separates the winners from the losers. Almost daily someone will come up with his or her own list of what he thinks are the key factors for success "E-learning is the use of electronic educational technology in learning and teaching. Conceptually, e-learning is broadly synonymous with instructional technology, information and communication technology (ICT) in education

Keys to Succeed strives to empower individuals of all ages to discover and cultivate their natural gifts and realize their full potential in their academic, professional and personal life. The most promising ones in the real world with our clients, and found what works best. Over time it became apparent that many of these consultants and authors were saying basically the same thing, just using different language. That's because the Key Success Factors for any organization are directly related to what an organization is, and how it operates in the world. It's sort of like saying, to survive as a human you have to have food, water, the right temperature range and protection from danger. Once you understand what an organization needs to survive, you can better understand the KeySuccess Factors.

Keywords : key success factors , e-learning , Thailand

Introduction

E-learning (or eLearning) is the use of electronic educational technology in learning and teaching. Conceptually, e-learning is broadly synonymous with instructional

technology, information and communication technology (ICT) in education, EdTech, learning technology, multimedia learning, technology-enhanced learning (TEL), computer-based instruction (CBI), computer managed instruction, computer-based training (CBT), computer-assisted instruction or computer-aided instruction (CAI), internet-based training (IBT), flexible learning, web-based training (WBT), online education, virtual education, virtual learning environments (VLE) (which are also called learning platforms), m-learning, and digital education In usage, all of these terms appear in articles and reviews; the term "e-learning" is used frequently, but is variously and imprecisely defined and applied.
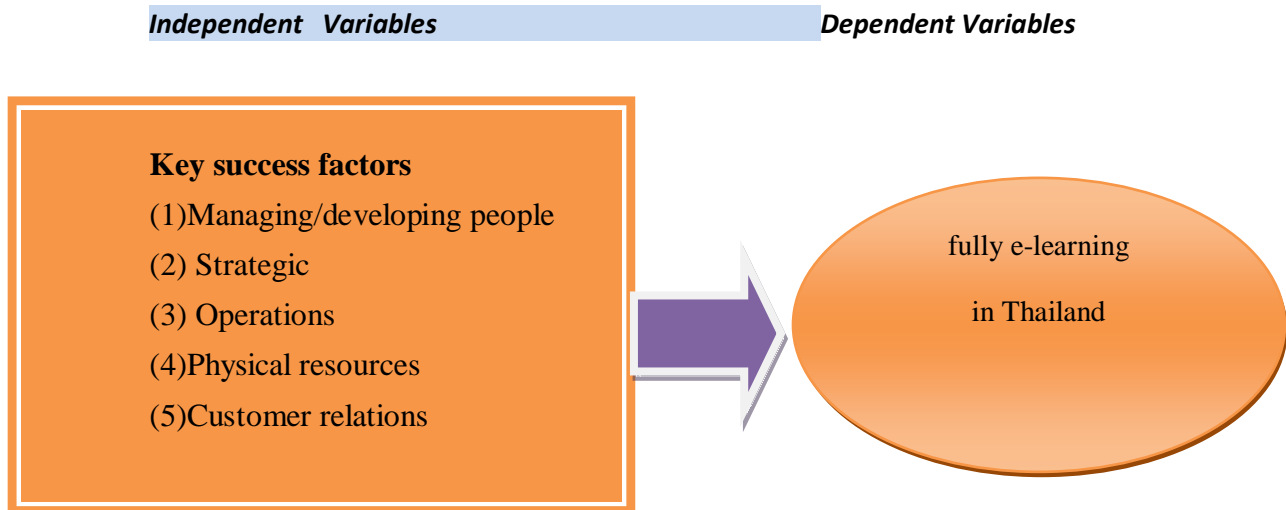
These alternative terms are all linguistically more restrictive than "educational technology" in that they refer to the use of modern tools, such as computers, digital technology, electronic media, networked digital devices and associated software and courseware with learning scenarios, worksheets and interactive exercises that facilitate learning. However, these alternative names individually emphasize a particular digitization approach, component or delivery method. Accordingly, each conflates to the broad domain of educational technology. For example, m-learning emphasizes mobility, but is otherwise indistinguishable in principle from educational technology.
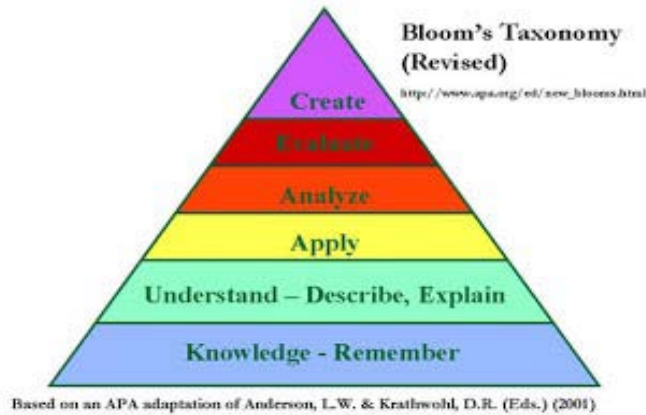
Objective of the study

1. To study factors for fully e-learning in Thailand

Framework of research

Figure1 : Conceptual Framework

Independent   Variables

Dependent Variables

Key success factors

(1)Managing/developing people

(2) Strategic

(3) Operations

(4)Physical resources

(5)Customer relations

fully e-learning

in Thailand

Bloom's taxonomy is considered to be a foundational and essential element within the education community.A mythology has grown around the taxonomy, possibly due to many people learning about the taxonomy through second hand information. Bloom himself considered the Handbook "one of the most widely cited yet least read books in American education".
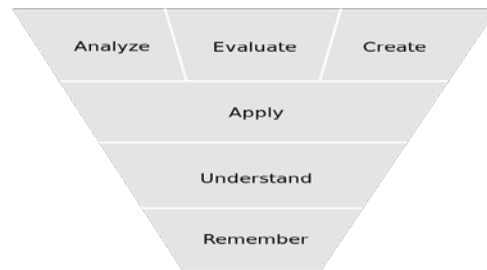
Categories in the cognitive domain of the revised Bloom's taxonomy (Anderson et al. 2000)

Thailand has hundreds of international programmes, especially in the country's top performing universities, luring thousands of students from different parts of the world, particularly from the Asean region to come and study in the Kingdom.

Distance education or e-learning can be an opportunity for Thailand to open up a new Asean educational market in which students can spend life at home while pursuing study at Thai universities rather than travelling here."Online education is the education of the future. More universities have requested us to review their online or e-learning programmes before they open them," Many other universities have combined normal face-to-face teaching in classes with e-learning to enhance students' learning."

Essentially five things or factors are needed by any organization wanting to succeed:

People – those who make up the organization

Purpose– a reason for organizing and working together

Processes – activities which the people undertake to fulfill their purpose

Physical Resources – a place to work, the right equipment, money to pay the bills and   the people who work there

Customers – people outside the organization who are willing to pay money in return for the products and services the organization provides; for government organizations taxpayers are the customers; many nonprofits depend on contributions from donors who believe in the value of what the organization is doing.

But it's not just the existence of these five basic factors that enables success -it's what you do with them. In the same manner, just having a body will not make you a successful athlete – you have to train, learn the skills, practice, eat right, sleep enough, and much more. So now let's translate the five basic factors into what we call "The 5 Key Success Factors – A Powerful System For Total Business Success" – the consistent winners, the best of the best.

Materials and Methods

The study "Key success factors for fully e-learning in Thailand"

- Qualitative research (Qualitative Research) study collected information from documents and in-depth interviews (In-Depth Interview) procedure is as follows:

-Documentary research

- In-Depth Interviewofadministratorsin developingdistance learning(E-learning).

Population and Sample Size

Interviews withKey success factors for fully e-learning in Thailand

Locations : Bangkok Thailand

Data Collection

By doing interviews, the researcher was able to ask questions in order to cross check the information given by other interviewees for accuracy. Therefore, various data given by interview can be useful to ask for other interviewees' opinions regarding their views on the similar

In studies on administratorssuccess factors for fully e-learning in Thailand.The researchers collected data from the documents and information from in-depth interviews (In-Depth Interview) ago. the data were analyzed using descriptive (Descriptive Analysis) for the educational needs of administrators success factors for fully e-learning in Thailand

Conclusion

The 5 Key Success Factors

(1) Managing and developing people - People today want some direction and structure, but they also want freedom and encouragement to develop their skills and knowledge. Effectively managing people requires balancing constraining forces (providing direction, structure, organization, some rules) with liberating forces (encourage personal growth, development and creativity). If you as manager/leader err too much in one direction or the other, your organization will be either too rigid or too chaotic. To make it more complicated, each person has a different set of needs for structure vs. freedom, order vs. opportunity, logic vs. personal values, factual information vs. meaning and connections, and so on. Effective managers do not manage all people the same, except for some basic rules. They manage each person according to what he or she needs, what motivates them to do their best. This can be complicated but is essential for success.

(2) Strategic focus - In today's rapidly changing world, it's not just enough to have a purpose for existing. Leaders have to focus the organization's resources on the greatest opportunities, which shift with each new day. Just run through your mind what has happened in the world or your organization in the past year or two, and you'll understand what we mean by the reality of constant change. Doors open and doors close. Major customers or income sources can change or even go out of business at any time. So it's necessary for leaders to keep focused on the desired end results such as increased sales and profits, or more satisfied customers, while constantly steering the organization across the stormy waters of the marketplace. As the illustration shows, the job of focused leaders is to connect and align all the Success Factors for optimum performance.

(3) Operations, or what people do all day - What the people in your organization do day in and day out to create value for customers, to earn or justify income, strongly determines whether you succeed or fail. Like the other Top 5 Success Factors, you can't separate operations from strategic focus which gives direction, people which do the work, customers who pay the money and physical resources to do the work. Effective operations ensure that customers get exactly what they want at the right time, the right price and the right quality. Thus effective operations management focuses on what is called cycle time (producing a product or service from start to finish), cost control, and quality control (which requires some form of measurement). Strategic focus is largely externally oriented,

operations largely internally oriented. Both need to be totally in sync with each other – not something that happens automatically but rather requiring constant effort. This is why communication is the true lifeblood of a successful organization – a high flow of information so everyone and everything is connected. Easy to say, hard to do.

(4) Physical resources - Finances, facilities and equipment are the big 3 physical resources. If you don't have enough money, you can't start or sustain an organization. And one of the biggest expenses is providing adequate facilities and equipment for people to work in and with. Experienced managers learn that cash flow is king. It doesn't matter how much customers owe you, it's when their money enters your bank account so you can use it to sustain the organization. Failing to manage cash flow is the No. 1 reason for business failure. Too many business owners leave the money up to someone else and can easily get blind-sided when suddenly the money isn't there to keep the doors open. And in a few rare, unfortunate cases, the person tracking the money embezzles or cooks the books, then you really are in trouble. Likewise nice facilities can be energizing, something to feel proud about, but also very expensive. The economy is always cyclical, and if you buy or lease really nice facilities when times are good, paying for them can be difficult or impossible in a downturn.
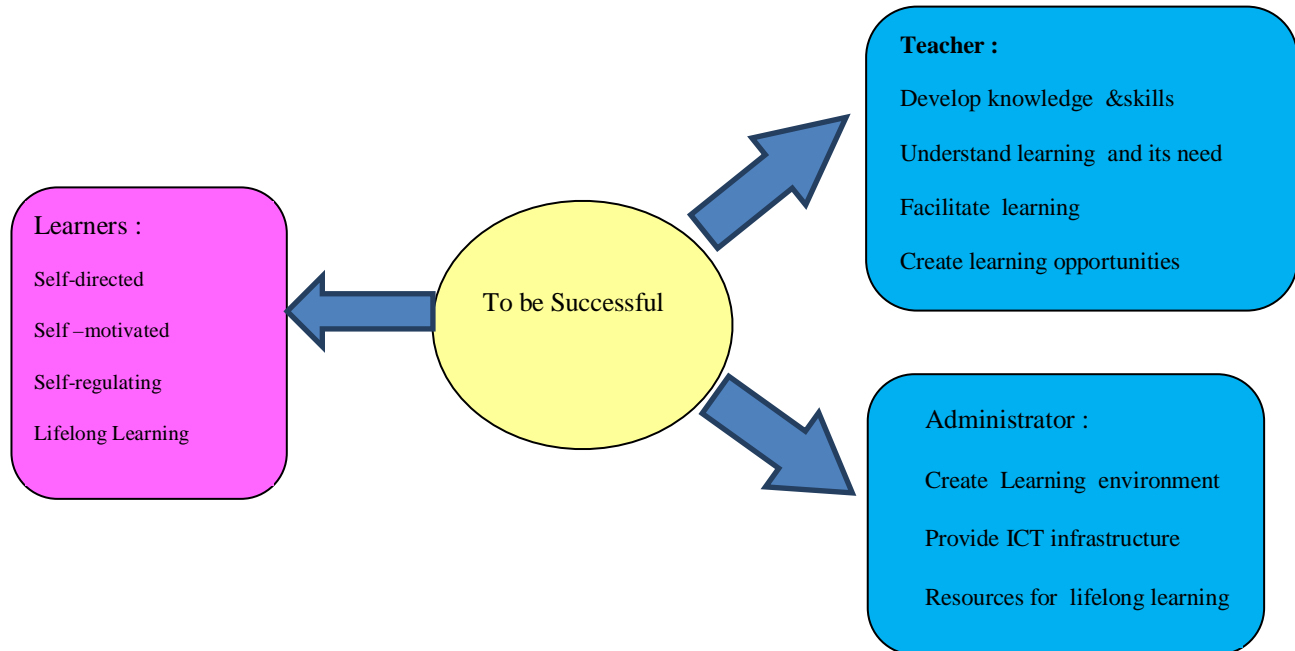
(5) Customer relations - Customers are where the money comes from, so in many ways this is the most important success factor. As the famous business guru Peter Drucker said years ago, The purpose of a business is to get and keep customers. Getting customers involves marketing – indeed this success factor includes all kinds of marketing and sales. The key to successful customer relations is to give them what they need, not just what you want to sell. Effective sales and marketing begins with asking existing and potential customers what they need, what problem they want solved or deficiency filled. By keeping in touch with customers and asking these questions often, you'll do a better job of developing customer loyalty and keeping competitors away. In the broadest sense customer relations can be considered the organization's relationships with the external world. It involves tracking competitor actions, analyzing changes in the market environment, and adapting according. This is closely linked to Strategic Focus.

Key succeed in online (e-) learning of learners. teacher and administrator . To be Successful .Them in the real world to determine what works best. This information has been adapted for small to mid-size businesses, so anyone can benefit. In response to growing demand in Thailand, was preparing to open a new programme about management and administration : the supplementary materials , the critical factors for success online e-learning in Thailand based on experiences and expertise , Shared the result with your peer , Plan and action to make   online learning successful

APPENDIX

To learn more about these all-important keys to success, The 5 Key Success Factors .A Powerful System For Total Business Success. It includes much more detail than the summary above. You'll find it chock full of valuable information and practical tips for your business or organization

Key succeed   in online (e-) learning

Teacher :

Develop knowledge &skills

Understand learning and its need

Facilitate learning

Create learning opportunities

To be Successful

Learners :

Self-directed

Self –motivated

Self-regulating

Lifelong Learning

Administrator :

Create Learning environment

Provide ICT infrastructure

Resources for lifelong learning

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