

Appendix

มหาวิทยาลัยราชภัฏธนบุรี

Appendix A

List of Experts for Research Instrument Assessment

มหาวิทยาลัยราชภัฏธนบุรี

List of Experts for Research Instrument Assessment

1. Assoc. Prof. Dr. Siripapun Leephajaroen
Faculty of Business Administration and Management
Ubon Ratchathani Rajabhat University
2. Asst.Prof. Nitidetch Koothongsumrit
Faculty of Science
Ramkhamhaeng University
3. Asst. Prof. Dr. Weerawit Piyanonthasin
Mae Hong Son College
Chaing Mai Rajabhat University

มหาวิทยาลัยราชภัฏธนบุรี



No. 0642.09 (4)/50

Graduate Study Program
Dhonburi Rajabhat University
172 Itsaraphap Rd., Thonburi
Bangkok 10600

June 27, 2023

Subject Invitation Letter for Expert to Validate Research Instruments

Dear Assoc. Prof. Dr.Siripapun Leephaijaroen

Mr.Guan Yujun, a graduate student in MBA (Master in Business Administration Program) of Dhonburi Rajabhat University, is currently working on his independent study entitled "Research on Digital Transformation Strategy of a Fund Management Company", having Asst. Prof. Dr.Jirapong Ruangoon as his principal advisor.

In lieu with this, the Graduate Study Program would like to request your expertise to validate the research tools used. Details will be informed by the researcher onwards.

We hopefully could have your assistance on this matter as to further academic benefits and would hereby like to express our thanks to you.

Best regards,

Sirikun.

(Lect. Sirikun Buakeaw)
Director of Graduate Study Program

Graduate Study Program
Tel. 0-2890-1801 ext. 5
E-mail graduate@dru.ac.th
Website <https://grad.dru.ac.th>

I hereby approve the research instrument validity.

Siripapun Leephaijaroen

(Assoc. Prof. Dr.Siripapun Leephaijaroen)

Date

*Remark: This letter would be failed for reference use with the absence of expert's signature.

No. 0642.09 (4)/52



Graduate Study Program
Dhonburi Rajabhat University
172 Itsaraphap Rd., Thonburi
Bangkok 10600

June 27, 2023

Subject Invitation Letter for Expert to Validate Research Instruments

Dear Asst. Prof. Dr.Nitidetch Koohathongsumrit

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Director of Graduate Study Program

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Tel. 0-2890-1801 ext. 5
E-mail graduate@dru.ac.th
Website <https://grad.dru.ac.th>

I hereby approve the research instrument validity.

(Asst. Prof. Dr.Nitidetch Koohathongsumrit)

Date *[Signature]*

*Remark: This letter would be failed for reference use with the absence of expert's signature.



No. 0642.09 (4)/51

Graduate Study Program
Dhonburi Rajabhat University
172 Itsaraphap Rd., Thonburi
Bangkok 10600

June 27, 2023

Subject Invitation Letter for Expert to Validate Research Instruments

Dear Asst. Prof. Dr. Weerawit Piyanonthasin

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Website <https://grad.dru.ac.th>

I hereby approve the research instrument validity.

(Asst. Prof. Dr. Weerawit Piyanonthasin)

Date

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Appendix B

Questionnaire on Digital Transformation of A Fund Management Company

มหาวิทยาลัยราชภัฏธนบุรี

Questionnaire on Digital Transformation of A Fund Management Company

Dear Respondents,

Thank you very much for taking time out of your busy schedule to fill in this questionnaire. This questionnaire is organized by A Foundation, and the purpose of the survey is to know your real feelings when you use A Fund system for office. Please fill in it according to your real opinions.

Age

- A. 20-30 B. 30-40 C. 40-50 D. 50-60 E. more than 60

Gender

- A. male B. female

Position _____

Department _____

Please rate the A Fund Management Company according to your real feelings. Strongly disagree, disagree, average, agree, strongly agree options correspond to 1-5 points.

Digital Transformation	1 Strongly Agree	2 Agree	3 Average	4 Disagree	5 Strongly disagree
1. Our firm's objective is to digitize everything that can be digitalized by utilizing technologies such as big data, analytics, cloud, mobile, and social media platforms.					
2. Our firm is actively implementing new business processes based on technologies like big data, analytics, cloud, mobile, and social media platforms.					

Digital Transformation	1 Strongly Agree	2 Agree	3 Average	4 Disagree	5 Strongly disagree
3. Our firm aims to establish a more robust network among different business processes using digital technologies such as big data, analytics, cloud, mobile, and social media platforms.					
4. Our business operations are progressively adopting digital technologies, including big data, analytics, cloud, mobile, and social media platforms.					
5. Our firm gathers substantial amounts of data from various digitized sources like online forms, social media platforms, IoT devices, and customer databases.					
6. Our firm aims to enhance efficient customer interfaces with digital technologies such as chatbots, mobile apps, interactive voice response (IVR) systems, and personalized emails.					
7. Our company's objective is to facilitate information exchange through the utilization of digital technologies, including APIs, blockchain, cloud storage, and secure file transfer protocols.					
8. Our firm is incorporating digital technologies, including social media, big data analytics, cloud computing, and mobile technologies, to instigate transformative changes.					
Digital Strategy					
1. Digitalization ranks among the three most crucial elements of our business strategy.					

Digital Transformation	1 Strongly Agree	2 Agree	3 Average	4 Disagree	5 Strongly disagree
2. To remain competitive, our firm explores the latest trends and future scenarios in digitalization.					
3. Within our business, digital projects hold a high priority.					
4. Our firm consistently updates and refines its digital strategy.					
5. Both our firm and industry experts view us as a leader in digital innovation					
Digital Capabilities					
1. Whenever changing business needs arise, our firm adapts its digital offerings.					
2. Our firm implements new digital products and services regularly.					
3. Our IT integrates the latest digital offerings from third parties, such as digital payments and customer relationship management systems, among others.					
4. Our firm provides access to a diverse range of digital devices.					
5. Our firm uses the most up-to-date IT infrastructure.					
6. All data within our firm is stored digitally.					
7. Our firm has Internet access with gigabit speed.					
Employee Digital Capabilities					
1. Our company provides various training programs (courses, literature, coaching) to enhance the digital expertise of our team members.					
2. Digital skills play a crucial role as a selection criterion when recruiting new members for our firm.					

Digital Transformation	1 Strongly Agree	2 Agree	3 Average	4 Disagree	5 Strongly disagree
3. All our firm members utilize the digital services and products we offer.					
4. Our company possesses the essential skills required to further digitize our operations.					
5. We actively engage in discussions about our digital projects within the company, including both failures and best practices.					
Digital Culture					
1. At our firm, we openly discuss failures with all team members.					
2. Decisions are made based on the opinions of the entire team, not just a single person.					
3. We collaborate in cross-functional teams, bringing together people from IT, marketing, finance, etc.					
4. In our company, we steer clear of imposing strong hierarchies in project work.					
5. Each team member contributes ideas and suggestions for digital products and services.					
Top Management Support					
1. The investment in digital technologies is supported by our top management.					
2. Our top management is willing to take risks when using digital technologies.					
3. The possibility of our top management being interested in utilizing digital technologies to gain a competitive advantage exists.					

Digital Transformation	1 Strongly Agree	2 Agree	3 Average	4 Disagree	5 Strongly disagree
4. Our top management may consider using digital technologies as a strategic weapon.					
Government Support					
1. The government has launched several initiatives to encourage our firms to adopt digital technologies.					
2. The government has established relevant funds to support our companies in adopting digital technologies.					
3. The government has implemented privileged policies for firms that have adopted digital technologies.					
4. The government will provide financial support to firms planning to integrate digital technologies.					

Appendix C

Senior Executives of the A Fund Management Company Interviews Guideline

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Senior Executives of the A Fund Management Company Interviews Guideline

The questions to be used in interviews with senior executives of the A fund Management Company are as follows:

1. How would you describe the current organizational structure of the company?
2. What are the key operations of the company and how do they contribute to the overall mission and goals?
3. How has the company approached digital development in the past?
4. What are some of the main challenges or obstacles the company has faced in its digital transformation process?
5. What is the company's vision for digital transformation and what steps are being taken to achieve it?
6. How does the company ensure that digital initiatives align with business objectives and deliver value to clients?
7. What metrics does the company use to measure the success of digital initiatives?
8. How does the company ensure that data is managed and used effectively in decision-making processes?
9. What role does the company's leadership team play in driving digital transformation efforts?
10. What are some of the key digital trends or technologies that the company is currently exploring or planning to invest in?

Appendix D

PEST & Business Core Competence Analysis Form

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PEST & Business Core Competence Analysis Form

1. PEST Analysis Form

Category	Factors
Political	<ul style="list-style-type: none">●●●●●●
Economic	<ul style="list-style-type: none">●●●●●●
Social	<ul style="list-style-type: none">●●●●●●
Technology	<ul style="list-style-type: none">●●●●●●

2. Business Core Competence Analysis Form

Competence	What does this competency allow us to do?	How strategic is it for the future? (1 = Low; 10 = High)	Can competitors copy it? (1=Easy; 10=Hard)	Score of 15 or higher indicates strategic capability & likely differentiator
Enterprise governance				
Marketing management,				
After-sales service,				
Human resources				
Financial status				
Development technology				
Enterprise management information system				

Appendix E

SWOT Analysis & TOWS Matrix Form

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SWOT Analysis & TOWS Matrix Form

1. SWOT Analysis

Strengths	Weakness
<ul style="list-style-type: none"> • S1 • S2 • S3 • S4 	<ul style="list-style-type: none"> • W1 • W2 • W3 • W4
Opportunities	Threats
<ul style="list-style-type: none"> • O1 • O2 • O3 • O4 	<ul style="list-style-type: none"> • T1 • T2 • T3 • T4

2. TOWS Matrix

	Strengths	Weakness
	<ul style="list-style-type: none"> • S1 • S2 • S3 • S4 	<ul style="list-style-type: none"> • W1 • W2 • W3 • W4
Opportunities	SO Strategies	WO Strategies
<ul style="list-style-type: none"> • O1 • O2 • O3 • O4 		
Threats	ST Strategies	WT Strategies
<ul style="list-style-type: none"> • T1 • T2 • T3 • T4 		

Biography

Name Guan Yujun
Day Month Year of Birth 1997.12.01
Domicile Putian, Fujian, China

Academic Background

2019 Bachelor of Business Administration, Major in Taxation
Changchun College of Finance and Economics

2019 Bachelor of Business Administration, Major in Finance
Jilin University of Finance and Economics in Changchun, Jilin,
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