

**Independent study title:** Rural Digital Model for Upgrade a Rural to an Efficient Digital Society:  
A Case Study of Economic of SMEs in Urumqi China.

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### Abstract

The purpose of this research was: 1) to study and analyze the elements and factors in upgrading a rural to an efficient digital society, and 2) to develop a Rural Digital Model for upgrading to an efficient digital society. The samples were 400 people in small and medium-sized enterprises(SMEs) in Urumqi China. The samples were selected by W.G. Cochran's unknown sample size formula, which defines a 95% confidence level and a 5% tolerance. The research using the quantitative method and the instrument was a questionnaire with a reliability of 0.60-1.00.The statistics for data analyzed include IOC, average, standard deviation, percentile, Multiple Linear regression Analysis, Pearson correlation, and KMO. and Bartlett's test of sphericity.

The research findings were as follows: 1) the elements and factors in upgrading a rural to an efficient digital society consist of government policy for rural digital ( $\beta= 0.11$ ), government policy for the economy of SME ( $\beta=0.058$ ), education of the population in rural ( $\beta= 0.256$ ), and a rural digital technology ( $\beta=0.255$ ), and 2) the rural digital model (RuDM) for upgrading a rural to an efficient digital society has a significant relationship at 51.10%( $R^2=0.510$ ).

**Keywords:** Rural revitalization, Rural digital economy, digital transformation, digital village

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