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5th International Conference on Data Engineering and Communication Technology (ICDECT) : Submission (146) has been created.

1 message

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Hello,

The following submission has been created.

Track Name: ICDECT2024

Paper ID: 146

Paper Title: Factors that Influence Decisions of SME Business Entrepreneurs to Participate in the Online Curriculum: e-Commerce Marketing

Abstract:

This study aimed to understand the relationship between integrated marketing communication factors and other factors related to the Online Curriculum: e-Commerce Marketing that influences the decisions of SME business entrepreneurs to participate in the Online Curriculum: e-Commerce Marketing as a quantitative study. The data was collected from the sample group of 400 SME business entrepreneurs within Bangkok and suburban areas and was tested for relations between variables using statistics and Multiple Regression Analysis. The result found that integrated marketing communication factors of online curriculum, namely, Personal Selling ($b = 0.414$) and Public Relations ($b = 0.522$), influenced decisions of SME business entrepreneurs to participate in online curriculum ($R^2 = 0.495$) and found that influences of other factors related to the curriculum, which are Brand Image ($b = 0.131$) and Trust ($b = 0.728$), influenced decisions of SME business entrepreneurs to participate in online curriculum ($R^2 = 0.716$) as well.

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Secondary Subject Areas: Not Entered

Submission Files: [ICDECT_2024_PID_00@icdect.com](#) - Submission File [2024-08-20].pdf (187 Kb, Tue, 20 Aug 2024 14:34:54 GMT)[ICDECT_2024_PID_00@icdect.com](#) - Submission File [2024-08-20].docx (115 Kb, Tue, 20 Aug 2024 14:35:58 GMT)

Submission Questions Response: Not Entered

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