A model for the development of vocational skills and informatics skills of SME entrepreneurs in the digital age 4.0 in Bangkok


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Abstract- This research paper aims to study the patterns of vocational skills development and information skills development of SME entrepreneurs. In the digital age 4.0 in Bangkok and 2) to develop a model for developing professional skills and information skills of SME entrepreneurs in the digital age 4.0 in Bangkok. Conducted research studies in a combination of qualitative research and quantitative research, with the sample group being SME entrepreneurs in the digital age 4.0 in Bangkok, 400 people who analyzed the composition using multivariate statistics.

The results of the research showed that the analysis of the components was as follows: 1) Professional skills in SMEs in the digital age 4.0 including: 1. Occupation SME business 2. Business Operations in the Digital Age 4.0 3. Professional Value 4. Language 5. Management 2) Information Skills in the Digital Age, including 1. Ability to define types and scope of entrepreneurship. Career in the SME business in the digital age 2. Ability to access information pools effectively 3. Ability to conduct business using information systems in the SME business profession in the digital age 4. Ability to use information in business occupation SMEs in the digital age effectively to compare the harmonization between the model with the skill development model and the empirical data, the criteria for the harmonization of the model and the developed empirical data were harmonized with the empirical data corresponding to the analysis results. The harmonization index (GFI) is 1.000, the modified harmony index (AGFI) is 0.987, which is closer to 1, and the mean square root index (RMR) is equal to 0.02208 Which approaches the center

Keywords: professional skills in business occupation, skills in the SME business occupation in the digital age, information skills

Introduction
The severe economic crisis of 1997, Thailand's economy has continued to expand at a high level over the past decade as the economic structure of Thailand has changed dramatically, with the shift from agriculture to construction projects. To the industrial and service sector, such changes resulted in the emergence of small and medium enterprises (SMEs) so much that today, small and medium enterprises (SMEs) have become an important infrastructure of the Thai economy. And plays an important role in the development of the country and also stimulates the overall economic system in the country to grow small and medium-sized enterprises (SMEs) mainly in the real economy sector. The new medium and small (SMEs) must overcome various obstacles. There are quite a number of entrepreneurs who have encountered obstacles that some of them cannot be solved, or unable to request a loan from the institution financial and eventually had
to liquidate the business because it could not bear the burden. As a result of the impact of this economic crisis, many leading companies were hit by foreign investors.

Acquired cheap business, most businesses that can sustain themselves until now are Small and Medium Enterprises (SMEs) [10]

Small and medium enterprises are an important component of the economy, accounting for approximately 99 percent of all businesses. Therefore, small and medium enterprises play an important role as the foundation for sustainable development. It is the main mechanism for rejuvenation and strengthening. Economic progress as well as a mechanism for solving poverty the data confirming the important role of Thailand's economy is employment generation, accounting for more than 77% of total employment, and the country's role in creating average value-added by about 7%. 39 of the gross domestic product value and have direct export value accounted for more than 29% of the total export value of SMEs is important to the economy (Enterprise Promotion Office [9]

As Thailand has improved and developed vocational skills and information skills to be equivalent to professional skills and international information skills. Occupational skills and professional information skills, especially those taking the Certified Occupational and Information Skills test, must understand. Both occupational skills and information skills that are currently in force and those that will be applicable in the future. [5] Therefore, it is necessary for licensed occupational and IT skills test takers. In order to ensure that the performance of the examining occupational skills and information skills is acceptable to the service users and make users of occupational skills testers and information skills accredited. Increased confidence in the Occupational Skills and Information Skills Examination for more realistic financial statements. However, [1] occupational skills and information skills test takers are permitted. Qualifications, qualifications, and competence testing criteria are also required to meet the International Council on Vocational Skills and Information Skills, and according to international standards set forth in the International Education Standards for Professionals, Vocational Skills and Information Skills. In addition, in Thailand by the Vocational Skills and Information Skills Council under the Royal Patronage of His Majesty the King, which is the governing body for professionals in occupational skills and information skills in Thailand Also a member of the International Vocational and Information Skills Academic Council, [4] it is inevitable for professionals in occupational skills and information skills to not comply with the international standards set out in educational standards. Universal for professionals, career skills and information skills. Issued by the International Council on Vocational Skills and Information Skills There is a total of 8 issues that define the qualifications of a professional skilled person and professional information skill. [2]

In addition, the International Vocational and Information Skills Education Standards Board has continually developed and improved various International Vocational and Information Skills Education Standards with one goal of development and improvement. That is to say, defining the framework of occupational skills and professional information skills. to be integrated 1) Professional technical competency 2) professional skills and ethical values and professional attitudes to achieve the learning outcomes that all career skill and information technology professionals [3]

It can be seen that the aforementioned background, occupational skills and information skills testers of SME business professionals in the digital 4.0 era in Bangkok Must be developed and adapted, whether in the field of professional knowledge professional skills or professional values Quality information skills to increase the opportunity to compete with foreign countries. including treatment and protection Benefits that should be received as well as the promotion and
professional development of vocational skills and information skills of SME business professionals in the digital 4.0 era in Bangkok, Thailand. International to focus on raising professional standards. By encouraging the use of international professional standards, it means that Thailand is pushed to apply standards that Absolutely consistent or close to international guidelines for this reason, the researcher is interested in studying the model of career skills development and information skills of SME entrepreneurs in the digital 4.0 era in Bangkok.

**Research objectives**

1) Study the model of development of occupational skills and information skills of SME entrepreneurs in the digital 4.0 era in Bangkok.

2) To create a model for developing career skills and information skills for SME entrepreneurs in the digital 4.0 era in Bangkok

**Research method**

A research study on the development model of career skills and information skills of SME entrepreneurs in the digital 4.0 era in Bangkok by conducting quantitative research as it is a method that helps to find answers and confirm the answers. Helping to make research results more reliable by following the steps to conduct the research.

Step 1: Study on the content of research theory documents. Documents and research related by studying preliminary data and reviewing relevant literature. to prepare in-depth interviews and questionnaires

Step 2. Population and sample selection by population conducting a research study, a combination of qualitative research and quantitative research was conducted by a sample group of SME business professionals in the digital 4.0 era in Bangkok. The composition was analyzed using multivariate type statistics. Samples used in this study were determined using the Yamane formula at 95% confidence level and accepted a 5% sample selection error with a procedure for sizing and sampling. The total sample size of 335 people, but since this research uses questionnaires to collect data, the sample size was increased to 400 by calculating the sample size in proportion to the number of business professionals SMEs in the Digital 4.0 era in Bangkok by stratified sampling method After that, a simple random sampling was performed within the Bangkok metropolitan area of SME business professionals in the digital era. 4.0 in Bangkok

Step 3: Quantitative Research For the quantitative research part, the researcher determined that the questionnaire was used by the survey in this section to survey the general information of the respondents. The nature of the questionnaire consists of part 1, general information of the respondents, consisting of 10 questions covering personal data of professional groups, occupational skills and information skills of SME business professionals in the digital 4.0 era in Bangkok such as Gender, age, work experience as a candidate for vocational skills and information skills of SME business careers in the digital 4.0 era in Bangkok, part 2, opinions on professional skills, professional skills of SME business careers in the digital 4.0 era. In Bangkok, there are 25 questions covering 10 skills, each with a score of 5. Levels according to the Likert Techniques Attitude Scale for Qualitative Research

Step 4: Qualitative Research The researcher's data was collected using the In-Depth Interview technique with an in-depth interview form. The researcher will conduct self-interviews with key informants in order to be able to add additional questions that should be asked if there are additional points of interest in addition to the structured questions. and note the interviewees'
interviews for further analysis later. If necessary, an appointment will be made to conduct further interviews. Here are some things to gather from this in-depth interview: Required initial variables to affect the central variable This may be the same source variable as obtained from the literature review or other variables beyond that. Once the data has been collected The data will be processed by indexing the data. Make temporary conclusions, eliminate information, and then draw conclusions and prove conclusions.

Step 5: Data Analysis For this research, the data was analyzed with the following steps:

5.1 Preliminary data on samples and variables. Data were analyzed by distribution of frequency, percentage, mean, standard deviation, skewness, equilibrium and confidence of the observed variables, as well as checking the preliminary agreement in the analysis. analyzed by using SPSS program

5.2 Examine the conformity of the measurement model to confirm that the instrument created or developed is structured according to the defined components and that the observed variables in each group are It is a suitable indicator for a given latent variable. The confirmation factor analysis was used in the LISREL program.

5.3 Correlation between variables was analyzed using Pearson correlation coefficient analysis and significance test with t-test to be used as data to verify the conformity of the correlation model. the next structure

5.4 Analysis of occupational skills development patterns and information skills of SME entrepreneurs in the digital 4.0 era in Bangkok by means of Maximum Likelihoods with the LISREL package program to compare the harmony between the developed model and the data. Empirical by criteria to check the coherence of the model with the empirical data. and to achieve harmony between the developed model and the empirical data.

Research results

Objective 1) To study the model of development of occupational skills and information skills of SME entrepreneurs in the digital 4.0 era in Bangkok. The results showed that The composition analysis of the relationship of professional skill development of SME entrepreneurs in the digital 4.0 era in Bangkok has dependent variables which are classified into 2 aspects as follows: 1) professional skills, vocational skills and information skills in the digital age 2) skills Information technology in the digital age

Objective 2 to create a model for developing professional skills and information skills of SME entrepreneurs in the digital 4.0 era in Bangkok. Creating a blend of qualitative and quantitative research studies with the LISREL package. To compare the harmoniousness between the developed model and the empirical data, the criteria for checking the harmonization of the model with the developed empirical data are harmonious with the empirical data. This corresponds to the results of the analysis, the Harmony Index (GFI) was 1.000. The Adjusted Harmony Index (AGFI) was 0.9789. which is approaching 1 and the mean square root index of residual (RMR) is 0.02365, which is close to zero, which the research findings can be used to model the development of occupational skills and entrepreneurial information skills. business career SME in the digital age 4.0 in Bangkok

New knowledge

Component 1: Occupational skills and information skills of SME entrepreneurs in the digital 4.0 era in Bangkok has 2 sub-components, namely sub-component 1, occupational skills and information skills, with details as follows: Understand the principles of vocational skills and
information skills, and the process of arranging career skills and information skills and performing tasks of SME business professionals in the digital 4.0 era in Bangkok, based on the principles of occupational skills and information skills. Subcomponent 2: Knowledge, Occupational Skills and Information Skills The details are as follows. Knowledge of vocational and information skills systemization and active in developing professional knowledge and information skills. of SME business professionals in the Digital 4.0 era in Bangkok

Component 2 on SME business careers in the digital 4.0 era in Bangkok has 2 sub-components, namely sub-element 1, solving problems in SME business careers, details are as follows: Able to solve SME business problems that arise and learn about the business that changes all the time. sub-element that 2 Marketing planning of SME business careers are as follows: Have knowledge about the marketing planning of SME business careers and have the ability to plan the marketing of SME business careers for customers.

Component 3: Professional Value Skills, Occupational Skills and Information Skills in the Digital Age has two sub-components: Subcomponent 1, Job Responsibilities, Occupational Skills and Information Skills are as follows: Have service capability, commitment to work for SME business professionals in the digital 4.0 era in Bangkok, ready to explain and be responsible for the results of their actions and to perform tasks that take into account the manners, professional skills and information skills of the operators. Engage in SME business in the digital 4.0 era in Bangkok Subcomponent 2: Occupational Skills Behavior and Information Skills The details are as follows. They express their thoughts and feelings openly and honestly. and behave in accordance with their thoughts and words and be able to perform their duties honestly in doing business and marketing planning in accordance with SME business professionals in the digital 4.0 era in Bangkok and behave according to the code of conduct

Component 4: Language skills in the digital age has one sub-component: Subcomponent 1: Language Proficiency, Occupational Skills and Information Skills of SMEs in the Digital Age 4.0 in Bangkok The details are as follows. Possessing the ability to use language to communicate professional information, occupational skills and information skills to people easily and negotiating language to reach professionally acceptable conclusions or agreements. The use of English to communicate in order to provide services to an increasing number of foreign customers nowadays.

Component 5: Career Skills Management Skills and Information Skills in the Digital Era has 1 sub-component, which is Subcomponent 1: Career Skills Management Planning and Information Skills of SMEs in the Digital Age 4.0 Industry Bangkok has the following details can plan the operation. To be within the planning framework and have the ability to work as a team. and have a human relationship to be able to get along with other people

Component 6 Classification Skills and the scope of information on occupational skills and information skills of SME business professionals in the digital 4.0 era in Bangkok. There is 1 sub-component, namely sub-component 1, classification of categories. and the scope of information on occupational skills and information skills of SME entrepreneurs in the digital 4.0 era in Bangkok the details are as follows. Be able to clearly define and describe the required vocational skills information and business information skills, and be able to properly classify and categorize and form reliable sources of occupational skills information and skills.

Component 7 Information Access Skills Occupational skills and information skills of SME entrepreneurs in the digital 4.0 era in Bangkok Effectively, there are 2 sub-components, namely sub-component 1, information search on occupational skills and information skills. The details are as follows. Able to formulate methods or strategies to effectively find professional skills
information. Subcomponent 2 Access to Information Occupational skills and information skills of SME entrepreneurs in the digital 4.0 era in Bangkok the details are as follows. Able to use search techniques to gain appropriate access to the required career information and information skills. and have access to information on vocational skills and information skills. both in document and digital formats, and can also record and manage official information Occupational skills and information skills and information resources career skills and information skills

Component 8: Information Assessment Skills in Occupational Skills and Information Skills has one sub-component, namely Subcomponent 1, Information Assessment of Occupational Skills and Information Skills of SMEs in the Digital 4.0 Era in Bangkok. The details are as follows. Able to assess the quality and accuracy of the professional skills information gathered. And be able to assess the credibility of information resources, occupational skills and information skills of SME business professionals in the digital 4.0 era in Bangkok. and be able to analyze and summarize the main themes of information technology, occupational skills and information skills to create new ideas

Component 9 Skills in Information Technology, Occupational Skills and Information Skills with one sub-component, namely Subcomponent 1, Use of Information Technology, Occupational Skills and Information Skills of SME Business Owners in the Digital 4.0 Era in Bangkok the details are as follows. Able to apply information systems to create new works and understand ethics. Laws relating to information on professional skills in conducting SME business with quality

Component 10 Efficient Information Use Skills Occupational Skills and Information Skills There is one sub-component which is Component 1 Planning for the use of information in occupational skills and IT skills. The details are as follows. It can use existing and newly acquired vocational skills information and information skills to plan SME business marketing and generate new career information and information skills, and be able to comply with regulations. and ethics in accessing information professional skills of entrepreneurs with quality

Discuss the results of the research.

The research findings on the development model of occupational skills and information skills of SME entrepreneurs in the digital 4.0 era in Bangkok have the following findings to be discussed:

The analysis of relationship components, occupational skills development and information technology skills, occupational skills and information skills of professionals, occupational skills and information skills in the digital era 4.0 in Bangkok area has dependent variables which are classified Information skills in the digital era include 1. The ability to determine the types and scope of information, occupational skills and information skills of SME business professionals in the digital 4.0 era in Bangkok 2. The ability to access information effectively Efficiency 3. The ability to assess information on occupational skills and information skills of SME entrepreneurs in the digital age 4.0 in Bangkok 4. The ability to use information on occupational skills and information skills of SMEs in the digital era in Bangkok. Efficiently consistent with research [8] for studies examining the role of social and technological challenges in achieving sustainable competitive advantage and sustainable business operations. To achieve this objective, data is gathered from Malaysian SMEs. The opinions of SMEs executive officers regarding the role of society and technological challenges in achieving sustainable competitive advantage and sustainable business performance were surveyed by email to gather information. Handing out a questionnaire of 400 A set of SMEs management staff. The
questionnaire distribution was made using a simple random sampling method using a modeling equation structure. The results showed that social and technological challenges play a key role in promoting sustainable competitive advantage and sustainable business operations for strategy placement is key to reflecting the positive role of social and technological factors in sustainable competitive advantage. The results of this study benefit practitioners and will help their strategies reflect sustainable competitive advantage and sustainable business performance [6], in line with SCONUL’s information literacy standards. Named Seven Pillars Models, developed in 1999 and last updated in 2019, consist of 7 skills [7]

For the basis of the goal of the operation is to create professional skills and information skills of SME business professionals in the digital 4.0 era in Bangkok as a professional with The ability to work in accordance with established standards of marketing and to cooperate well in development throughout the professional career to implement and use it as a tool to increase the potential of Occupational skills and information skills of SME business professionals in the digital 4.0 era in Bangkok to have credibility in working with employers, customers, citizens, domestic and foreign investors. Professions and IT skills are competencies in the areas of professional knowledge, professional skills and values, which are described as follows: competences include professional knowledge, professional skills and values. The professional ethics and concepts necessary to demonstrate a competence to work are that competence is a characteristic of a person that enables a person to perform his or her duties whereas competence is a performance of practical performance. An indicator of a person’s ability to perform well in the workplace. Competence includes satisfactory level of knowledge, specialized and professional skills of SME entrepreneurs in the digital 4.0 era in Bangkok, as well as practical skills in doing business. Knowledge competence and professional ethical values and ideas

Suggestions

1.1 Suggestions for utilization

1) The results of this research will be a guideline to lead to the preparation of SME entrepreneurs in the digital 4.0 era in Bangkok.
2) Be able to apply the model for developing professional skills and information skills of SME entrepreneurs in the digital 4.0 era in Bangkok to formulate strategies for doing business in both the public and private sectors and as a guideline in determining the direction for creating sustainable opportunity

1.2 Suggestions for further research

1) There should be an expansion of research results on topics related to the development model of occupational skills and information skills of SME entrepreneurs in the digital 4.0 era in Bangkok.

Reference

Professional Competence. Bangkok: Federation of Accounting Professions under the Royal Patronage of His Majesty the King.