Supply Chain Management in Digital System Model for Product Management for the Bank in Thailand

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***Abstract*—The objectives of this research are to design supply chain management in digital system model for product management for the bank in Thailand and to evaluate the model. The Samples are ten experts on supply chain. The data is analysed by means and standardized deviations. The research result shows that model consists of eight elements namely main components, Supplier, Manufacture, Distributor. Retailers Customer, Satisfaction. Feedback. supply chain management in digital system model for product management for the bank in Thailand using Black-Box technique method. and the result of the assessment of supply chain management in digital system model for product management for the ban in Thailand is appropriate at the high level ($\overline{X}$ = 3.62, S.D. = 0.82). The model can be appropriately applied in actual work settings.**

***Keywords*—** *Supply chain management in digital, product management, bank in Thailand*

1. Introduction

The current situation has compelled the banks to make important modifications in order to cope with the new reality. The services provided in Thailand for the Bank are highly intricate. Improved banking product management is the solution to this complexity. The current situation has compelled the banks to make important modifications in order to cope with the new reality. The services provided in Thailand for the Bank are highly intricate. Improved banking product management is the solution to this complexity. Targeting a certain consumer segment and offering them the appropriate product and service proposition is the essence of product management. It attempts to offer cutting-edge services at affordable rates while taking into account the associated business risks. Effective product management also entails selecting the appropriate.[30] the concept of supply chain management and digital is applied to the Industry sector Depending on the criteria or limitations imposed by the community's tools and resources, it will be allowed, because there is an increasing need for the business and industrial sectors to be highly competitive given the level of competition from both inside and outside the nation. Organizations in the industry must have individuals with the knowledge, aptitude, and skills necessary to work effectively to boost output and products if they want to remain extremely competitive.. So, in order to raise their values and meet client demand, Banks need to have access to enough information and resources. In order to support the organization's entire system of activities from upstream to downstream, the supply chain management process is therefore a crucial activity. It gives the company the ability to quickly monitor the digital to make sure that the business is running smoothly according to the organization's strategy. [1] In consideration of this insight, researcher has decided to design supply chain management in digital system model for product management for the bank in Thailand.

2. Literature review

1 Quality Control The method of setting educational quality standards and conducting assessments to ensure compliance is known as assurance. [31] Internal quality assurance refers to standards for evaluating the calibre of instruction within the context of the university mission, including graduate production encompassing academic services, academic research, and cultural preservation. Any procedures and techniques that are connected to quality, both at the systemic and instructional levels in universities, can be referred to as quality assurance. Guarantee of ASEAN University Network's quality (AUN-QA) AUN-QA guidelines indicate that the department must adhere to teaching methodologies and evaluate evaluation methods when developing curriculum. To make the program better, it should have a curriculum map that reflects the distribution of material, skills, and courses in addition to experts who are expected to produce learning outcomes and apply teaching methods connected to numerous assessments. [33] AUN-QA standards include the existence of a college that is a part of a large nation and that has a strategic plan for enhancing the standard and viability of the nation. As a result, it is imperative to try to strengthen and expand both current and

future roles. Producing graduates with learning and teaching standards that are up to par with university requirements is one method to improve the quality of education. They can start by making each educational institution's programming better. program [34] The ASEAN University Network (AUN-QA) quality assurance model and standards are a quality control model that do not specify the method of action for the course. 4 The supply chain is made up of key points, including: 1) suppliers, which are defined as those who send crude ingredients to support groups such as producing quality graduates for society, etc., 2) manufacturers, which are defined as those who produce the goods, and 3) consumers. According to Kham, education supplier management needs to take a variety of factors into consideration.3) A logistics is a location where goods are sent to the center's customers or consumers. Products from numerous organizations, like universities of higher education may be included in single product distribution. Students will be graduating from numerous universities. 4) Retailers or customers refer to the point in the supply chain where goods or services must be employed up until their value is depleted and without being improved. [32]

Verma and Boyer said that pointed out that In the process of converting raw materials into goods and deliver them to customers, commercial organizations throughout the distribution network will collaborate. between entities that will connected physically and online.

Kaewngam,, Chatwattans, & Piriyasurawong,(2019) references for the article about Supply Chain Management Model in Digital Quality Assurance for ASEAN University Network Quality Assurance (AUN-QA) This research aims were to (1) design the supply chain management model in digital quality assurance for ASEAN quality assurance network (AUN-QA), and (2) assess the suitability of the supply chain management model. the sample group method of five experts in the field of information technology and communication for education and quality assurance of the ASEAN university network. The average, median, and standard deviation were used in data analysis.. Research was learned that (1) supply chain management model consists of six components: 1) Applicant, 2) University, 3) Graduate, 4) Employers, 5) Satisfaction, and 6) Feedback. (2) The agreement of specialists' findings about supply chain management model was a high level. Showed that the supply chain management model could be used to develop digital quality assurance for AUN-QA.

Chansamut (2021) references for the article about supply chain operation model in digital for curriculum management Based on Thailand Qualifications Framework for higher education and qualification framework for higher education is key for such model's efficacy as well as its use in practical work environments. Review of supply chain management and digital literature in higher education institutions. The digital supply chain operating model is made up of seven main parts: raw materials, suppliers, universities, finished products, customers, satisfaction surveys, and feedback. The goal of this study was to create and assess a digital supply chain operational model for curriculum management based on Thailand's higher education certification system. The sample is composed of fifteen specialists that were chosen purposefully. Means and averaged deviations are used to analyse the data. Black-Box Testing, which is a test of the overall system's functionality in order, serves as the foundation for the evaluation and evaluation of the concept.

Chansamut **(**2022**)** references for the article about Supply Chain Management Information Systems Model for Educational Management for ASEAN University Network Quality Assurance at Institution Level. Defining and analysing supply chain operation model in digital for curriculum management Based on Thailand Qualifications Framework for higher education and qualification framework for higher education is the goal of the research. Ten experts made up the sample group for this study, including relevant data software engineers, two curriculum experts, and five supply chain experts. The study's conclusions indicate that there are five primary components in the supply chain operation model in digital for curriculum management Based on Thailand Qualifications Framework for higher education and qualification framework for higher education: suppliers, universities, customers, and consumers. Results of the 10 experts' evaluations suggest that supply chain operation model in digital for curriculum management Based on Thailand Qualifications Framework for higher education and qualification framework for higher education received an evaluation rating mean of 3.74 and standard deviation of 0.65.which mean that supply chain operation model in digital for curriculum management Based on Thailand Qualifications Framework for higher education and qualification framework for higher education , is acceptable at a high level and suitable for application in actual organizations.

Chansamut (2022) references for the article about about supply chain pattern in digital for research management for ASEAN University network quality assurance. The goal of the research is to create supply chain pattern in digital for research management for ASEAN University network quality assurance. The study group was composed of fifteen subject matter experts in supply chains, research, and information systems. The data are statistically examined using means and standardized deviations The study's findings.

demonstrate supply chain pattern in digital for research management for ASEAN University network quality assurance. consists of 5 essential components, including: 1) major components 2) Vendors university; customers; and 5)consumer. The results from experts supply chain pattern in digital for research management for asean university network quality assurance was a high level. It showed that supply chain pattern in digital for research management for asean university network quality assurance could be used to develop the tasks.

Digital and supply chain provide much more insight into the chain's operations. Procurement owners can establish more complicated partnerships with a greater number of suppliers because to the improved near real-time view of vendor and client needs.

Technology and supply chain are two objectives that companies aim to achieve. Supply Chain and Information will aid businesses in increasing productivity and cutting costs, By maintaining a dependable supply chain and information, high value customers and suppliers can be acquired or kept. Those that will reassure the businesses that their goal is to produce fantastic, goods.[6]

3. Research Methodology

3.1 Studies and syntheses of theories, documents about supply chain management in digital system model for product management for the bank in Thailand

3.2 Drafting of a model from results of studies of documents.

3.3 Identification of ten experts for evaluation of the model

3.4. Create the evaluation tools for evaluate the model's suitability.

3.5 Analyze the results of evaluation of the model by mean and standard deviation consisting of five criteria for evaluation according to the idea of Likert scale.

4. Results

Research results on supply chain management in digital system model for product management for the bank in Thailand are shown in Figure 1.

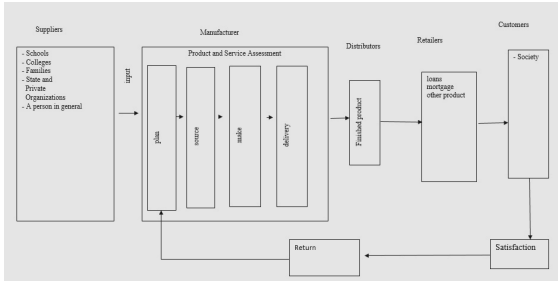

Figure 1: Supply chain management in digital system model for product management for the bank in Thailand

4.1 Suppliers

Suppliers mean school.colleges,Families etc. that supply raw materials to the manufacturer. They can send for into the computer systematically

4.2 Manufacturer

Manufacturer usually refers to the bank that creates mortgages, loans, and other products.The bank will perform development and evaluation in each activities. namely plan, source, make, and deliver in banking activities

4.3 Distributor

Distributor mean finished product from the bank.

4.4 Retailers

Retailers mean loans or mortgage or other product.

4.5 Customers

The customers mean destination activities of model . They include the society.

4.6 Satisfaction

Satisfaction refer to evaluate the questionnaires satisfaction of product.

4.7 Return

Return is a data obtained from questionnaires. [1],[2],[3],[4],[5],[6],[7],[8],[9],[10],[11],[12],[13],[14],[15],[16],[17],[18],[19],[20],[21],[22],[23],[24],[25],[26],[27],[28] and [29]

Table 1: Results for evaluation about Supply chain management in digital system model for product management for the bank in Thailand

No	Evaluation Lists	$\overline{X}$	S.D.	Suitability
1	Main components	3.67	0.81	High
2	Suppliers	3.66	0.62	High
3	Manufacturer	3.70	0.48	High
4	Distributor	3.60	0.51	High

Table 1: (Cont.)

No	Evaluation Lists	$\overline{X}$	S.D.	Suitability
5	Retailers	3.60	0.84	High
6	Customers	3.60	1.07	High
7	Satisfaction	3.60	0.84	High
8	Return	3.60	1.42	High
	Total	3.62	0.82	High

Table 1, The ten experts found that Supply chain management in digital system model for product management for the bank in Thailand is highly appropriate ($\overline{X}$ = 3.62, S.D. = 0.82).

5. Discussion

Supply chain management information system model for product management for the bank of Thailand is regarded to be high appropriate ($\overline{X}$ = 3.64, S.D. = 0.82), and the design was corresponds to the research of Chansamut and Piriyasurawong has studied supply chain and information system about educational [1] That's because, with the study of Chansamut suggesting that supply chain and technology. [2],[3],[4],[5],[6] ,[7],[8],[9],[10],[11] ,[12],[13],[14],[15],[16],[17],[18],[19],[20],[21],[22],[23],[24],[25],[26],[27],[28],[29]

6. Conclusion

Supply chain management information system model for product management for the bank of Thailand is appropriate at the high level ($\overline{X}$ = 3.62, S.D. = 0.82). which means that the model is appropriate at the high level and **can** be appropriately applied in actual work settings.

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