



## Entering the New Innovation Age of Business, Economics, and Communications, in a Dynamic Society

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Before writing about the above, please let me share some of my educational and commercial background.

Over fifty years ago, I graduated in the USA in Mechanical Engineering from Worcester Polytechnic Institute, Massachusetts.

Now having reached the age of 75 years old, I have been working in Saha Group Companies since graduating. During this time, I have been dealing with cosmetics, fashion apparel, and toiletries, within areas of manufacturing, marketing, and distribution.

However, even though I have not been particularly observant about the economics of the country, over the years, I have been more closely observing changes in consumer behavior. And in fact, I have found that basic consumer behavior has not really changed by a great amount.

What has changed considerably though are the expectations of consumers requiring speed, along with a wide variety of product innovations.

Besides being able to accommodate these expectations, vendors will also need to observe the trends in health consciousness and concerns for the environment, that have been instilled in consumers' minds over the past years.

For the future, operators in the consumer product industry who wish to prosper, I believe will also have to be both ethical and fast growing, as increased competition is emerging from every direction.

Furthermore, unethical businesses will not survive long, and businesses will have to be both health and environmentally focused.

Last but not least, businesses will have to show honesty towards consumers, society, to the country, and to the world, just in the same way Saha Group Companies have been doing since their inception.