

The Guidelines for Business Operation Development in the Digital Age of the Film and Video Industries in Thailand

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Abstract

The research on the guidelines for business operation development in the digital age of the film and video industries in Thailand has the following objectives: 1) To study the factors influencing the development of business operations in the digital age of the film and video industries in Thailand. 2) To create a structural equation model of the factors influencing the development of business operations in the digital age of the film and video industries in Thailand. The study focuses on a sample group of business entrepreneurs in film and video production activities, consisting of 400 companies. The data is analyzed using structural equation modeling. The research adopts a mixed-methods approach, combining quantitative and qualitative methods. The research tools include questionnaires and in-depth interviews. The quantitative research found that: 1) Six factors, namely information technology, learning orientation, external environment, innovation capability, organizational agility, and balanced scorecard, significantly influence the development directions of business operations in the digital era of the film and television production industry in Thailand. 2) The structural equation model developed by the researchers aligns with observational data according to specified criteria: $\chi^2/df = 1.729$, P-Values = 0.736, CFI = 0.994, GFI = 0.976, RMSEA = 0.049, RMR = 0.021. The qualitative research found that business operations in the digital age of the film and video industries, with six studied factors, are crucial for driving organizational success in the film and television production industry. Importantly, every company is

willing to embrace various changes, strategically plan to cope with different situations, and retain skilled personnel to ensure continued business operations.

Keywords: Business; Operations; Digital Age; Industries; Film and Video

Introduction

Business operations have faced numerous challenges over the past several years, particularly in the current context of the COVID-19 pandemic. The film production industry is no exception, encountering difficulties when theaters are unable to screen movies, film releases are postponed, and planned debuts are rescheduled or canceled. This has resulted in financial losses for the film industry globally. The uncertainty of screenings has also led to disruptions in film production schedules. In various countries, the film industry has suffered significant financial losses. For example, China is estimated to have lost over 2 billion US dollars due to the closure of more than 70,000 cinemas during the COVID-19 outbreak. The impact extends to theaters and has affected China's box office, dropping from 1.91 billion US dollars to 2.148 billion US dollars (Film Archieve (Public Organization), 2020). Similarly, the American film industry has also experienced reduced revenue.

This situation has created problems globally, including in Thailand. The Thai Directors' Association has appealed for collaboration to temporarily halt film, television, and advertising productions. The suspension of filming not only affects those directly involved in the production but also results in job losses for many, requiring them to seek alternative sources of income during this challenging period. From the perspective of Thailand, the situation caused by the COVID-19 pandemic has led to a significant increase in remote work and online activities. To address the challenges promptly, a swift solution has been the adaptation of online movie streaming for customers staying at home. This adjustment has become a more effective means of distribution. The trend of shifting towards online movie streaming has gained popularity as people at home seek entertainment to alleviate boredom and reduce stress. Consequently, online movie viewership has seen a substantial increase on platforms such as Netflix, with a 27% growth in the first quarter, exceeding expectations in March–April 2020. This has resulted in a doubling of profits compared to the same quarter of the previous year.

While the shift to online movie streaming has been a response to the current circumstances, its impact on the film industry has been ongoing since the outbreak of COVID-19. This impact includes the rescheduling or halting of film releases, significantly affecting personnel involved in film production or those working on film sets. The filming of movies, TV dramas, series, and advertisements, which often involve large crews, can become potential sources for the spread of infectious diseases. This has economic implications, especially for freelance workers who are compensated per project or per shoot. Therefore, businesses in the film industry must swiftly plan and implement strategies to ensure continued operations and the well-being of their personnel. This situation is likely reflective of the challenges faced by various industries in the current circumstances.

The research by Navimipour et al. (2018) reveals that organizational culture, information technology, and employee satisfaction have an impact on work efficiency and play a crucial role in enhancing organizational performance. The implementation of suitable strategies for developing operational approaches, along with recommendations for improvement, can contribute to increased efficiency. Additionally, Ridwandono and Subriadi (2019) emphasize the significant role of information technology in organizational agility, leading to improved organizational efficiency. Technological processes, including IT and organizational agility management, information technology and information system management, supervision of organizational agility, organizational adjustment in response to various events, and IT architecture, determine the success of IT operations. This depends on internal and external factors, including various resources, organizational partnerships, and the environment, as well as (Wanasida et al., 2021) statement that business analysis capabilities impact data quality and innovation capabilities, influencing organizational agility. The efficiency of the organization is also influenced by the organizational agility, highlighting the significant impact of organizational agility on organizational performance at the highest level.

From the researcher's study of past research, it was found that there is a lack of research focus on various dimensions. Specifically, there is a deficiency in examining the factors related to information technology that contribute to efficient business operations. Additionally, there is a gap in the exploration of how innovation can be applied to make businesses more agile and lead to efficient operations. Furthermore, there is a lack of investigation into the use of technology and innovation in the context of media production businesses. Given the origin and significance of the aforementioned issues, the researcher is interested in studying the development strategies for business operations in the digital era, particularly within the film and television industry in Thailand.

The various challenges and conditions that have arisen may have multifaceted impacts on businesses involved in film production. Therefore, the outcomes of this research aim to identify the factors that can assist businesses, including various management aspects, in navigating through crises and working towards continuous growth and efficiency. This understanding is crucial for businesses to thrive and operate successfully in the face of ongoing challenges, leading them towards a prosperous future.

Objective

1. To study the factors influencing the development of business operations in the digital age of the film and video industries in Thailand.

2. To create a structural equation model of the factors influencing the development of business operations in the digital age of the film and video industries in Thailand.

Literature Review

From the literature review, the researcher has adopted the Technology Acceptance Model (TAM) by Silva (2015) and the Information System Success Model (IS Success Model) by Delone and McLean (2003). for the purpose of this study.

Information Technology: Ridwandono and Subriadi (2019) discuss the concept of information technology, stating that IT resources, including financial infrastructure, resource quality, and partnership establishment, reflect an organization's ability to organize and allocate resources to support business strategies. IT capability is the ability to perceive and leverage resources and processes in the IT domain. This IT capability is employed by organizations to deliver services or products. Organizations utilize IT to adapt, introduce new resources, and employ them in conducting business and supporting business objectives in line with the business strategy. The study concluded that information technology is an important tool that helps to operate an organization efficiently. When an organization uses information technology to manage information systems, recording customer information, communication, as well as using it in various production processes, makes the work accurate and fast. Respond to customer needs and if the organization continuously uses emerging information technology in its work. As a result, the system will work more efficiently. Able to produce work on time, superior to competitors, namely external organizations, and also lead to more customers in the future.

Learning Orientation: Fahad Awad et al. (2020) state that learning orientation refers to the continuous process of learning and acquiring knowledge and skills through education and experience. It is a necessary undertaking that helps organizations maintain a competitive advantage by continuously developing the ability to manage and quickly understand market information faster than competitors (Vij & Farooq, 2015). The transfer of knowledge and the ability to adapt behaviors demonstrate the capability to respond rapidly to changes in the ever-changing business environment (Tajeddini, 2016). (Sinkula et al., 1997) define learning orientation as an organizational culture aimed at creating and applying knowledge. This implies not only providing knowledge through training but also instilling a new organizational culture comprising new values, principles, beliefs, assumptions, and expected behaviors. The study concluded that learning orientation is learning that starts with building mutual understanding among people in the organization to create mutual acceptance and sharing of information. Open mind and mutual acceptance are considered to create understanding about the organization, such as accepting and responding to the introduction of new technological innovations in the operation of production of work or services. It leads to efficiency in the organization. Able to compete more than other organizations' market competitors.

External Environment: Ridwandono and Subriadi (2019) emphasize that the external environment of an organization is an extensively studied variable, including aspects such as the innovation environment and knowledge management. It is considered the most studied variable, with innovation and knowledge management being the most prominent factors. Researchers show a significant interest in environmental factors, particularly the relationship between marketing and the use of information technology to enhance adaptability in current business processes. The development of information technology plays a crucial role in promoting the use of digital platforms, contributing to organizational adaptability and success. The study concluded that the external environment is an external factor that influences business operations. It has an impact on the success of the organization, which cannot be controlled, supervised, or managed. It is considered both an opportunity and a hurdle of work. However, if there is poor management, it may cause failure in the organization. Good planning practices are needed to accommodate the external environment that may occur at any time in order for the business to continue successfully.

Innovation Capability: AL-Hanandeh (2020) defines innovation capability as an attitude of accepting new technologies, involving learning and experimentation to cope with changes and

respond to new ideas. It involves a shift from traditional work processes to utilizing the best technology applications, even if the costs are high, aiming to enhance the adaptability of the company. The emergence of a technological revolution leads to increased economic competition, and companies must maintain a competitive edge. In a competitive business environment, companies often develop new services or products and enhance their capabilities and resources to adapt to changes in the market and customer preferences. This involves seeking new approaches in management, adjusting to external variables, and controlling internal processes to better access and interact with customers. The study concluded that innovation capability is a view towards the adoption of new technologies that have emerged and are being used in the operations of the organization. The organization must be prepared to deal with changes at all times. Because the old working system has been replaced with a new one. Learning is required. Experiment before deployment in real operations. If new technologies are adopted in the organization, work will be more agile. This leads to superior capabilities over competitors until the organization is efficient and achieves its goals.

Organizational Agility: Hassan and Arshad (2019) state that organizational agility refers to the organization's ability to perceive and respond to opportunities and threats efficiently and effectively (conveniently, rapidly, and timely). It is the organization's capability to respond to uncertainties both internally and externally with changes that are efficient and effective. Organizational agility is a desired characteristic where the organization needs to be more efficient in identifying perceptions and responding to opportunities and threats. The organization must have increased information and knowledge about the business when compared to competitors. The study concluded that organizational agility is an organization's ability to adapt to rapidly changing circumstances. Inside and out Organizations must be resilient to be able to adapt to various situations. When the situation arises, there must be a plan to be able to confront them. under the resources that are properly available. If an organization can handle the situation, respond and adapt, it will be possible to continue working in the organization when compared to competitors.

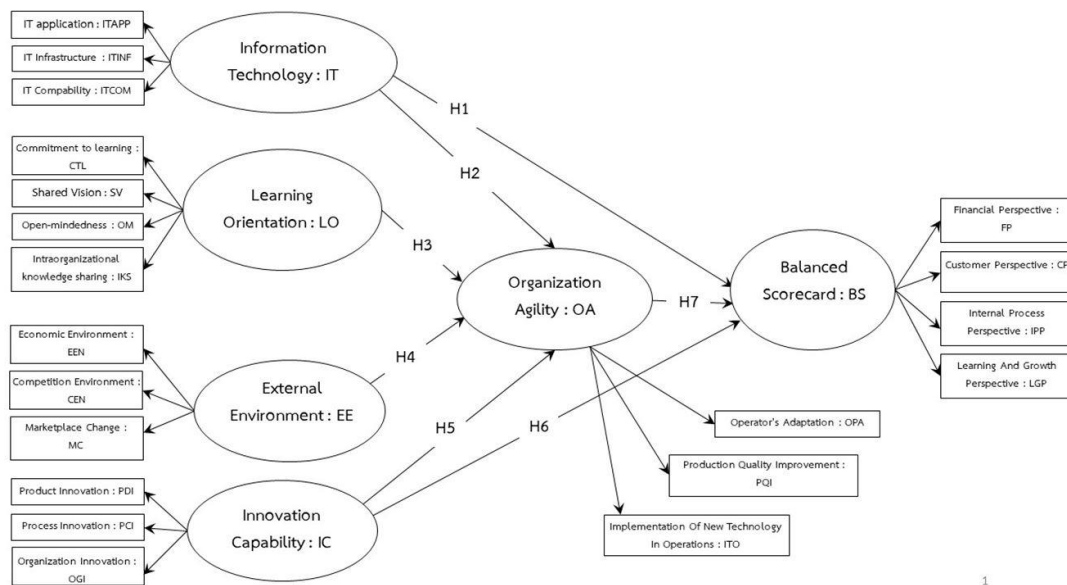
Balanced Scorecard: Rdiouat et al. (2021) state that business operations refer to a performance measurement framework used at the organizational level, allowing managers to comprehensively assess operations in four dimensions: financial, customer, internal processes, and learning and development. The fundamental principle of the Balanced Scorecard (BSC) framework is to integrate the overall benefits for stakeholders (such as executives, managers, employees,

etc.) under the balance of short-term and long-term operational objectives. Performance is measured quantitatively and qualitatively, considering different perspectives for measurement. According to Kaplan and Norton (1996), this balanced measurement framework allows organizations to measure performance in all four BSC dimensions, aligning operational performance with organizational objectives. Organizations must adapt their operations to achieve customer satisfaction, leading to improved financial performance. The study concluded that a balanced scorecard is a guideline for measuring business performance applied at the organizational level, allowing executives to look at performance in four areas: financial, customer, internal processes, and learning and development. The system must be well planned. When customers are satisfied with the quality offered by management, it will help increase the efficiency of the organization.

Conceptual Framework

The research aims to explore the guidelines for developing business operations in the digital era within the film and television production industry in Thailand. Based on a comprehensive literature review of all relevant variables, the researcher developed a model related to the structural equation model of factors influencing business operations. The model consists of six embedded variables: Information Technology (IT): Comprising technology-related applications, technological infrastructure, and technological capabilities. Learning Orientation: Encompassing a commitment to learning, shared vision, openness to feedback, and knowledge-sharing within the organization. External Environment: Including economic conditions, the competitive landscape, and market changes. Innovation Capability: Involving innovation in production, operational innovation, and organizational innovation. Organizational Agility: Encompassing innovations in business management processes, continuous improvement in production quality, and the adoption of new technologies in operations. Balanced Scorecard (BSC): Comprising financial aspects, customer perspectives, internal process aspects, and learning and development. These variables collectively form the conceptual framework for the research model, as illustrated in the following diagram.

Figure 1

Conceptual Framework**Materials and Methods****Quantitative Approach**

The sample group for quantitative analysis consists of business owners in the film and television production industry, including limited companies, limited partnerships, and ordinary partnerships. The data was collected from the Department of Business Development in 2022, revealing a total of 620 companies. The researcher selected data from limited companies, the most numerous group with 584 companies, to ensure a suitable sample size for analysis with the AMOS program. For the structural equation model (SEM) analysis, the researcher followed recommendation from Hair et al. (2014) for an appropriate sample size of 300 to 400 observations. Considering the research involves 20 observable variables, the minimum sample size should be 20 times the number of variables, resulting in at least 400 observations. Therefore, the study's sample group consists of 400 observations, meeting the minimum size requirement for SEM analysis. The research utilized a semi-structured questionnaire for data collection. To collect information from operators of limited company types This is information obtained from a database from the Department of Business Development for the year 2022. The results of the analysis to determine the precision of the index had an index of stability (IOC) equal to 0.867.

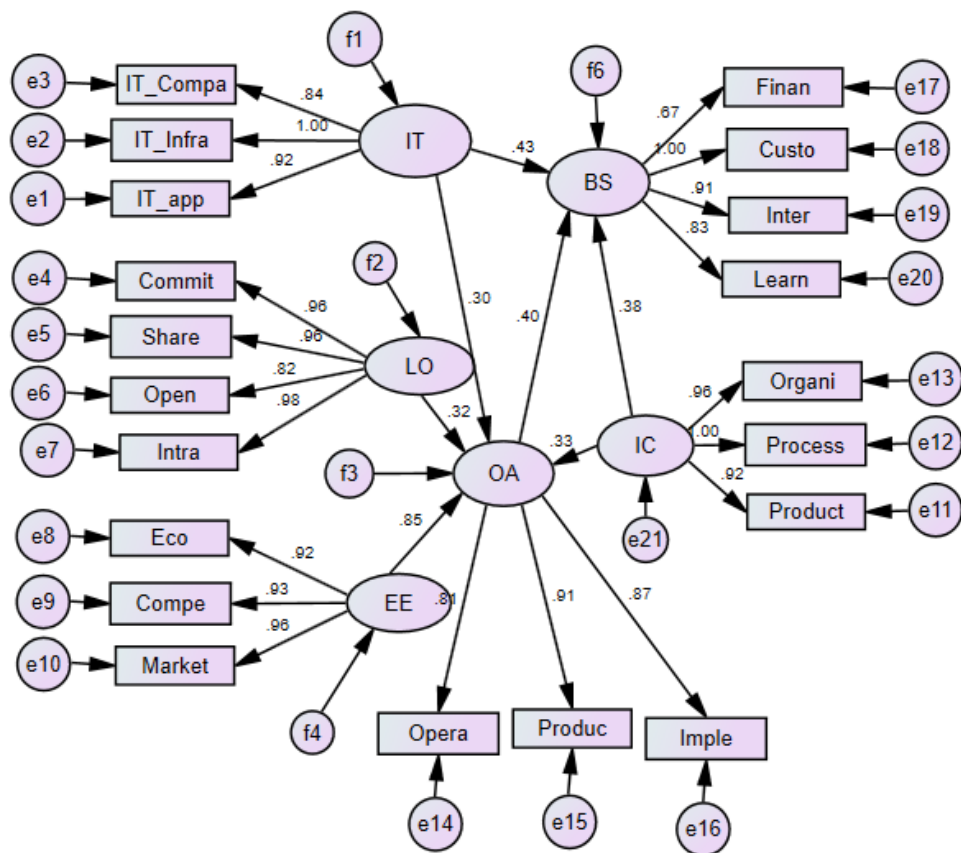
Qualitative Approach

A purposive sampling method was employed by selecting participants from the business group engaged in film and television production activities. Specifically, business owners of limited companies with the highest profits, totaling nine companies ranked in the top positions, were selected for in-depth interviews. The data source was the Department of Business Development in 2022. For the questionnaire development, the researcher identified and embedded six factors—information technology, learning orientation, external environment, innovation capability, organizational agility, and business operations. The questionnaire was approved and validated by a panel of experts through reliability testing using the Alpha Coefficient (α) method, according to Cronbach (1990). The questionnaire, consisting of 85 items, was then pilot-tested with 30 businesses engaged in film and television production activities, and its reliability was assessed. A reliability coefficient (Cronbach's alpha) of at least 0.70 for each variable was considered acceptable, indicating the questionnaire's reliability and acceptability (Hair et al., 2014). The overall reliability of the questionnaire was found to be 0.983, with individual variable reliabilities ranging from 0.768 to 0.884.

Results

From this study, it was found that the most influential factors on all six aspects of business operations averaged as follows: Balance Scorecard is at a high level (= 5.72). Learning orientation is at a high level (= 5.67) Organizational agility is at a high level (= 5.56). Innovation capability is at a high level (= 5.53). External environmental is at a high level (= 5.50). Technology is at a relatively high level (= 5.45). Furthermore, the results of analyzing the structural equation model of variables affecting the development direction of business operations in the digital age of the film and television production industry in Thailand found that the model is consistent with observational data or statistically consistent with the statistics, as shown in the figure below.

Figure 2

The Structural Equation Modeling

Chi-square = 1.729, df = 11, p = .736 CMIN/DF = 1.729, GFI = .976,

AGFI = .882, RMSEA = .049

Table 1

Evaluating the Data-Model Fit

Evaluating the Data-Model Fit	Sign	Criteria Reference	Result	Interpretation
χ^2/df	χ^2/df	<3.00	1.729	Pass
P-Vales	P-Vales	>0.05	0.736	Pass
Comparative Fit Index	CFI	>0.90	0.994	Pass
Goodness of Fit Index	GFI	>0.90	0.976	Pass
Root Mean Square Error of Approx.	RMSEA	<0.05	0.049	Pass
Root Mean Square Residual	RMR	<0.05	0.021	Pass

Figures 2 and Table 1 The conformity check of the structural equation model reveals statistical information before and after model adjustment. It is observed that the statistical values after model adjustment, as computed by the AMOS computer program, indicate that the Chi-square value differs insignificantly from zero at a statistical significance level of 0.5. The Chi-square value is 1.729, with degrees of freedom (df) equal to 11, and p-value = .736. Additionally, other goodness-of-fit indices are as follows: GFI = .976, AGFI = .882, RMSEA = .049

Table 2

Standardized Regression Weights with the empirical model

Variable			Estimate	R ²	S.E.	C.R.	P-value
OA	<---	IC	0.204	0.975	0.011	18.207	***
OA	<---	LO	0.200	0.816	0.011	17.684	***
OA	<---	IT	0.234	0.844	0.016	14.962	***
OA	<---	EE	0.512	0.847	0.015	34.814	***
BS	<---	IC	0.240	0.735	0.032	9.854	***
BS	<---	OA	0.420	0.807	0.042	10.017	***
BS	<---	IT	0.357	0.435	0.031	11.442	***

Table 3

The direct influence, the indirect influence, and the total of the influence

Antecedents	Consequences					
	Organization Agility (OA)			Balance Scorecard (BS)		
	DE	IE	TE	DE	IE	TE
Information Technology (IT)	.234	-	.234	.357	.098	.455
Learning Orientation (LO)	.200	-	.200	-	.084	.084
External Environment (EE)	.512	-	.512	-	.215	.215
Innovation Capability (IC)	.204	-	.204	.240	.086	.326
Organization Agility (OA)	-	-	-	.420	-	.420
Balanced Scorecard (BS)	-	-	-	-	-	-

Table 2 and Table 3: The standardized weights of the direct, indirect, and total effects between the causal and outcome variables influencing the business development trends in the digital era of the film and television production industry in Thailand are presented in accordance with the research hypotheses as follows: Information Technology (IT): Direct effect on Balance

Scorecard (BS) = 0.357 Direct effect on Organizational Agility (OA) = 0.234 Learning Orientation (LO): Direct effect on Organizational Agility (OA) = 0.200 External Environment (EE): Direct effect on Organizational Agility (OA) = 0.512 Innovation Capability (IC): Direct effect on Organizational Agility (OA) = 0.204 Direct effect on Balance Scorecard (BS) = 0.357 Organizational Agility (OA): Direct effect on Balance Scorecard (BS) = 0.420

The results of the qualitative research analysis in this study aimed to investigate factors influencing the direction of business development in the digital age of the film and video production industry in Thailand. The research involved in-depth interviews with business owners in the film and video production sector registered as legal entities, specifically limited companies, operating across regions in the year 2022. There were a total of nine companies interviewed, representing those with the highest net profits in 2022. The summarized findings of the interviews are as follows:

Issue 1: What applications or software do you think are being used to improve efficiency within the company's operations? The interview findings reveal that all companies utilize applications or software, with the most commonly used apps being Line and Facebook for internal and external communication within the company. Many companies have been using these applications for several years up to the present.

Issue 2: Do you think there is support for continuous learning, training, and skill development for all employees in the company? Is there knowledge exchange during work collaboration? The interview results indicate that there is support for continuous learning, training, and skill development for all employees within the company. In each company, employees are proficient in the programs they use, but training sessions are necessary for knowledge updates and to adapt to new features. Besides employee development, business owners also acknowledge the need for personal knowledge enhancement. Knowledge exchange during collaborative work is continuous, particularly during working hours, fostering new perspectives and ideas among employees.

Issue 3: Do you think the company has plans to prepare for various external situations, such as government policies, economic conditions, or business competition? The interview findings indicate that every company has plans to prepare for various external situations such as government policies, economic conditions, and business competition. Many companies have strategies in place to deal with external situations, including financial reserves for operations. These strategies include seeking capital sources such as SME loans, bank loans, as well as planning to adjust various expenses to reduce unnecessary costs appropriately.

Issue 4: What innovations do you think the company uses to enhance efficiency in its operations, making it faster and different from competitors? The interview findings reveal that companies innovate using technology for internal communication with customers, meetings, and various media productions. There's a shift towards more online work alongside offline work, as companies believe that media production should focus on delivering results as per customer requirements. Hence, regardless of the work format, timely delivery is crucial to ensuring customer satisfaction.

Issue 5: Do you think the company adjusts to produce media for customers under changing circumstances, such as economic conditions or during pandemics like COVID-19? The interview findings show that companies adjust to produce media for customers under changing circumstances, particularly focusing more on online work. However, they still prioritize face-to-face meetings with clients for planning and contract negotiations. Clear communication about customer requirements is also vital.

Issue 6: How has the company's profitability changed compared to the previous year? If it has increased, what do you think the reason is? And if it has decreased, what strategies do you have to rectify it and improve the work process? The interview findings suggest that most companies experienced a decrease in profitability due to various factors leading to reduced customer numbers. However, important strategies adopted by many companies include retaining employees within the organization since each employee possesses expertise in different areas. Moreover, financial adjustments and planning for emergency reserves are also crucial.

Issue 7: In the past, have you planned or adapted your management strategies to ensure business continuity? The interview findings suggest that most companies adapt to work in two formats: online and offline. However, many media producers still believe that face-to-face client meetings are essential for effective planning and collaboration. Additionally, many companies adjust their job acceptance or internal work formats to accommodate changing circumstances, ensuring continuous operations and sustained profitability.

Discussion

From the research findings, it is evident that the prototype model titled "The Guidelines for Business Operation Development in the Digital Age of the Film and Video Industries in Thailand" aims to investigate factors influencing the trends in business development in the digital era of the

film and video production industries in Thailand. The objective is to create a structural equation model of factors influencing the trends in business development in the digital era of the film and video production industry in Thailand. Analyzing the interconnections of the structural equation model, it was found that hypothesis 7 has the following details:

Information technology has a positive influence on business operations, consistent with the research by Mamaghani et al. (2011). It was found that working with technology facilitates business operations, but it should be under strict supervision and control. Information technology has a positive influence on organizational agility, aligning with the research by Hassan and Arshad (2019). Using technology enhances efficiency and speed in operations, enabling responsiveness to uncertainties both internally and externally. Learning orientation has a positive influence on organizational agility, in line with the research by Khan et al. (2019). Learning the organizational work processes helps in formulating strategies and policies, allowing adaptability to various events. The external environment has a positive influence on organizational agility, consistent with the research by Kirkpatrick et al. (2021). Organizations with flexibility in setting measures can navigate changes in the environment effectively. Innovation capability has a positive influence on organizational agility, aligning with the research by Wanasida et al. (2021). Integrating technological innovations into the organization helps with growth and efficiency. Innovation capability has a positive influence on business operations, in line with the research by Chong et al. (2019). Implementing innovations in medium and small-sized businesses creates opportunities for organizational operational development. Organizational agility has a positive influence on business operations, consistent with the research by Rdiouat et al. (2021). Business operations serve as a measure of efficiency at the organizational level, and maintaining balance influences operational efficiency.

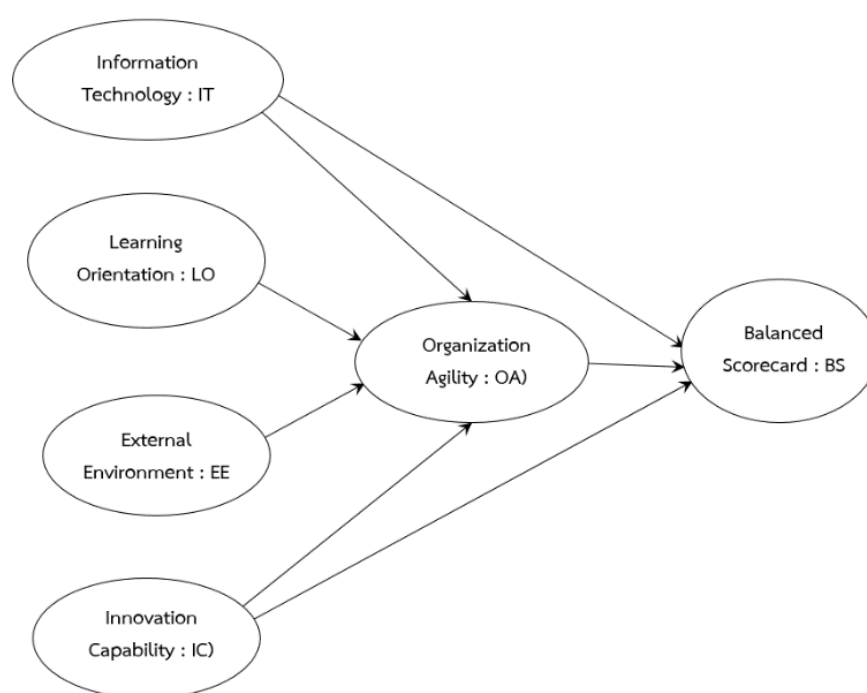
New Knowledge

The researchers studied models by Wanasida et al. (2021) and Hassan and Arshad (2019) to serve as benchmarks for business operations. This study revealed gaps in research, particularly in the absence of certain factors that contribute to business operations, such as information technology, innovation capabilities, and others. Consequently, the researchers conducted a literature review to identify additional dimensions and factors to incorporate into a new model. These include a focus on learning orientation and external environmental factors. The researchers

gathered data from business practitioners, and through hypothesis testing, the results indicated that the studied factors significantly contribute to the effectiveness of business operations. If applied by entrepreneurs in the film and television production industry, this model could serve as a guideline for business operations, ensuring adaptability to changing times and keeping up with current technological advancements. The researcher studied the data and reviewed the literature. Until the result came out as a new model. As shown in Figure 3.

Figure 3

New model images obtained from studies and literature reviews



Conclusion

This research on guidelines for business operation development in the digital age of the film and video industries in Thailand has two primary objectives. The first objective is to study strategies in the digital era of the film and video industries in Thailand. The researchers reviewed relevant data, concepts, theories, and previous research to identify research gaps, leading to the development of a new conceptual framework for research. This process resulted in a model for business development strategies in the digital age of the film and video production industry in Thailand, which includes information technology, learning orientation, external environment, innovation capability, organization agility, and a balanced scorecard. In addition, the researchers

developed seven research hypotheses to guide the development of the model and analyze relevant data. The second objective is to create a structural equation model for factors influencing the development of business strategies in the digital age of the film and video industries in Thailand. The researchers constructed and tested the model, examining the relationships between variables and the conceptual framework. The analysis involved assessing the goodness of fit and the overall compatibility of the model with observational and perceptual data. The results of the testing indicated that the model is appropriate and aligned with the data, meeting the acceptance criteria for goodness of fit.

Suggestion

From this research, the researchers have made recommendations, and they are as follows: highlighting the importance of organizational operations in various businesses as they transition into the digital era. The pivotal element in this transition is the internet, which not only facilitates work processes but also enables communication and the creation of online social networks. Moreover, it allows for diverse transactions, impacting the overall operational efficiency of organizations (Kotler et al., 2016). Additionally, the research emphasizes the significance of the work environment in organizations of all sizes. A conducive work environment plays a crucial role in enhancing efficiency, fostering open-mindedness, accepting collaborative ideas, and promoting knowledge sharing. This collaborative approach ensures that everyone within the organization gains a deeper understanding of their work (Hassan & Arshad, 2019). The Digital Age of the Film and Video Industries in Thailand has yielded recommendations from the researchers. These suggestions include:

1. Through the study and compilation of data, along with the analysis of the findings, the researchers gained insights into business strategies, planning, operations management, learning and adaptation, as well as business care. This knowledge equips individuals with the ability to efficiently operate and maximize profits in their businesses. The research findings are suitable for those who are planning to start a business, providing valuable insights for study, planning, and guidance on future business operations.

2. Other researchers can use the data to conduct further studies, adapting the research framework to align more closely with evolving business models. This can ensure relevance to the ever-changing business landscape. Additionally, exploring other interesting factors for study can

enhance the research, allowing for the testing of hypotheses in various aspects that require further examination.

3. In academics, the research results can be used in advanced studies that focus on exploring additional variables or gaps in research. This will facilitate the development of new models. That is in line with current technological advancements, such as integrating AI into various aspects of work. This can be a key factor in enabling a business to successfully progress into the future.

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