



The use of digital innovation, information dissemination and Employee Job training in industrial sectors to support the Eastern Economic Corridor (EEC) Project.

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Abstract

This research article aims to study the use of digital innovation, information dissemination, and training to develop the skills of employees in the industrial sector to support the Eastern Economic Corridor (EEC) project. The research study is quantitative in the form of survey research using questionnaires as a data collection tool. The sample group is employees who are currently working in the industrial sector in the 10 target industries of the Eastern Economic Corridor (EEC) project in 3 provinces: Chachoengsao, Chonburi, and Rayong, totaling 400 samples. The sampling method used a combination of quota sampling, purposive sampling, and accidental sampling. The results of the research found that the use of digital innovation to support the Eastern Economic Corridor (EEC) project is at a high level. The dissemination of information to support the Eastern Economic Corridor (EEC) project is at an uncertain level. The training to develop the skills of employees to support the Eastern Economic Corridor (EEC) project is at a high level. There are different sample groups with different sample characteristics. The use of digital innovation to support the Eastern Economic Corridor (EEC) project is different. The sample groups with different demographic characteristics are dissemination of information to support the Eastern Economic Corridor (EEC) project is different. The sample groups with different demographic characteristics are dissemination of information to support the Eastern Economic Corridor (EEC) project is different. There are different levels of staff skill development training to support the Eastern Economic Corridor (EEC) project, and the dissemination of information to support the Eastern Economic Corridor (EEC) project is significantly related to the staff skill development training to support the Eastern Economic Corridor (EEC) project at a level of 0.05. This relationship is positive, i.e., if the dissemination of information to support the Eastern Economic Corridor (EEC) project is at a high level, there will also be a high level of staff skill development training to support the Eastern Economic Corridor (EEC) project. The relationship found is at a moderate level ($r=0.48$).

Keywords: Digital Innovation, Information Dissemination, Job Training, The Eastern Economic Corridor (EEC) Project

Introduction

The Eastern Economic Corridor (EEC) project is a development project with the main objective of extending the development of the eastern seaboard, which has been known for over 30 years, or the Eastern Seaboard. The Eastern Economic Corridor project focuses on



developing 3 provinces in the eastern region: Chachoengsao, Chonburi, and Rayong. The EEC development plan recognizes the importance of developing the area, both physically and socially, in order to enhance the country's competitiveness. This follows the Constitution of the Kingdom of Thailand, which stipulates the "20-year National Strategy" as a long-term national development strategy. The objective is to enhance the quality of the country in all sectors and develop Thailand into a high-income country in the developed countries group. The Thailand 4.0 policy will help enhance the competitiveness of the manufacturing and service sectors (Eastern Economic Corridor Policy Committee Office (EEC), 2019, online).

Focusing on increasing the development potential of modern technology and innovation by emphasizing the development in 12 target industries: modern automotive industry, smart electronics industry, agriculture and biotechnology industry, food processing industry, high-income tourism industry and medical tourism, robotics industry, aviation and logistics industry, integrated medical industry, biofuel and biochemical industry, digital industry, defense industry, and personnel development and education industry. This project has been effective since May 15, 2018 under the Act. Currently, 12 additional target industries have been identified: defense industry, personnel development and education industry, in order to be in line with the development according to the 20-year national strategy, focusing on developing personnel with the potential to support changes in digital innovation. The government has defined 10 types of industries with the potential to drive the economy, dividing industries into 2 groups: Group 1 is an industry group that builds on the existing industries with the potential of the First S-Curve but still lacks the extension with modern technology. Therefore, 5 industries must create added value: automotive industry, smart electronics industry, high-income tourism industry and medical tourism, agriculture and biotechnology industry, and food processing industry. Group 2 is the New S-Curve future industry group, which refers to the group of industries that use innovative technology. And digital joins in the production and operation of another 5 industries, namely, industrial robot industry, aviation and logistics industry, biofuel and biochemical industry, digital industry, and integrated medical industry (Eastern Economic Corridor Policy Committee Office (EEC), 2019, online). This research will focus on studying 10 target industries as originally intended, which referred to the development of technology and innovation to promote the industrial sector of Thailand, which is only a part of the Eastern Economic Corridor project. It is considered a project that is a prototype for expanding the development zone of the industrial sector to further develop knowledge and differences in each area, leading to the promotion of cooperation and operations in the same direction of both the public and private sectors.

The implementation of digital innovation in the organization's operations requires a basic understanding of technology, as well as support from both the government and the organization to pass on knowledge to employees working under the Eastern Economic Corridor (EEC) project. Digital innovation can be defined as creating something new or making something different from others by using change to create opportunities. It must be clear, focus on digital development along with improvements and changes in a gradual manner, spreading opportunities, increasing the capabilities of employees under the Eastern Economic Corridor (EEC) project, promoting the target industrial sector to achieve the project's objectives, and leading Thailand into an era of using digital technology in operations in a tangible way with the cooperation of both the government and private sectors. This will be related to the need for training courses to develop employee skills in the 10 target industries. The need for training courses refers to the purpose of organizing training, which comes from the necessity to have training. The four objectives are: to provide trainees with new knowledge, ideas, skills, and work experience, to change their behavior to be appropriate



for their work and society, and finally, to create a good attitude towards work (Chueapothihak., W. 1994). Therefore, in this research, Training for industrial employees' skills development refers to training aimed at developing skills relevant to and necessary for work in the target industrial sectors, as defined and exemplified by the Eastern Economic Corridor (EEC) project, to study the quality of training for skills development that employees in the target industrial sectors receive, and to assess the needs, understanding of employee learning and skill development to align with the objectives of quality human resources, which are currently lacking labor. This is related to the development of three skills: learning to build on existing skills in work (Upskill), learning new skills necessary for work (Reskill), and learning new technological skills necessary for future work (New skill), such as working with AI or Digital Skill.

From the research review related to the use of digital innovation, information dissemination, and training to develop the skills of employees in the industrial sector to support the Eastern Economic Corridor (EEC) project, most of them are studies on the use of digital innovation for corporate communication, information dissemination that affects the need for human resource potential development, and the need and decision-making in selecting training courses, focusing on the importance of personnel potential development along with the development of various aspects of the organization to achieve the objectives and goals set, with the concept of planning that is consistent with the Thailand 4.0 policy. This requires systematic and continuous cooperation from both the public and private sectors, while human resource development to increase the competitiveness of the Eastern Economic Corridor (EEC) project is because strong development is comparable to a very important cost for Thailand in an era where the world is changing rapidly. Therefore, organizations, including the target industry groups, must adapt to the changes that occur. Human resource development is another factor that helps drive the organization towards its goals.

Research of Objective

1. To compare the differences in population characteristics and the use of digital innovation to support the Eastern Economic Corridor (EEC) project
2. To compare the differences in population characteristics and the dissemination of information to support the Eastern Economic Corridor (EEC) project
3. To compare the differences in population characteristics and the training to develop employee skills to support the Eastern Economic Corridor (EEC) project
4. To study the relationship between the dissemination of information to support the Eastern Economic Corridor (EEC) project and the training to develop employee skills to support the Eastern Economic Corridor (EEC) project

Research Methodology

This study on the use of digital innovation, information dissemination, and training to develop skills of employees in the industrial sector to support the Eastern Economic Corridor (EEC) project uses a quantitative research study in the form of a one-shot case study survey. The population used in this research is employees who are currently working in the industrial sector in 10 target industries: 1) Modern automotive industry, 2) Smart electronics industry, 3) Agriculture and biotechnology industry, 4) Food processing industry, 5) High-income tourism and medical tourism industry, 6) Robotics industry, 7) Aviation and logistics industry, 8) Integrated medical industry, 9) Biofuel and biochemical industry, and 10) Digital industry of the Eastern Economic Corridor (EEC) project in 3 provinces: Chachoengsao, Chonburi, and Rayong. A total of 400 samples were selected through the certification process as permanent



employees. The quota sampling method, purposive sampling, and accidental sampling were used. A questionnaire was used as a data collection tool. The sample group was asked to complete a self-administered questionnaire, which consisted of close-ended questions, both multiple-choice and rating scales. The questionnaire consisted of four sections:

- 1) a questionnaire about demographic characteristics
- 2) a questionnaire about the use of digital innovation in the industrial sector to support the Eastern Economic Corridor (EEC) project
- 3) a questionnaire about the dissemination of information to support the Eastern Economic Corridor (EEC) project
- and 4) a questionnaire about employee skills development training to support the Eastern Economic Corridor (EEC) project.

The statistics used in this research study are:

Descriptive statistics analysis using percentage, frequency, mean, standard deviation, variance, and presenting data in tables to provide a preliminary description of the sample group.

Inferential statistical analysis is the test of difference between means, F-test, one-way ANOVA, multiple comparison test using L.S.D. (least significant difference) and Pearson Correlation to find the relationship between 2 variables.

Research Results

The sample groups with different demographic characteristics used digital innovations to support the Eastern Economic Corridor (EEC) project differently. This may be because different demographic characteristics affect the perception and understanding of the application of digital innovations in work, including the factor of differences in actual work in each position, which inevitably results in differences in employees working in the target industry groups. This is consistent with Chaowanawat, J. & Phupansri, W. (2024) on the study of the use of digital technology to support government inspection work: a case study of the Office of the Permanent Secretary of the Ministry of Natural Resources and Environment. It was found that the problem of differences in the age of government inspection officers resulted in different and diverse understandings of the use of digital technology in the work process. In addition, some elderly workers are not familiar with the use of digital technology, which is an obstacle to development. However, if there is training and practice, it will help increase work efficiency. This is consistent with the concept of Luangphirom, N. (2014), cited in Kulrattanawijitra, W. (2017), who stated that people's ideas create new innovations with modern technology and the power of ideas. And innovation in science and technology often comes from individual factors of each person. That is, if people are encouraged to learn and receive training that gives them the right thought processes, such as critical thinking and creative thinking, it will result in more innovations.

The dissemination of information to support the Eastern Economic Corridor (EEC) project is significantly related to the training and development of employees to support the Eastern Economic Corridor (EEC) project at a level of 0.05. The relationship is positive. In other words, if the dissemination of information to support the Eastern Economic Corridor (EEC) project is high, the training and development of employees to support the Eastern Economic Corridor (EEC) project will also be high. The relationship found is moderate ($r = 0.48$). The research results show that employees working in the Eastern Economic Corridor (EEC) project area, when receiving sufficient information about the Eastern Economic Corridor (EEC) project, will be motivated to learn to develop their own skills and abilities. This must result from cooperation between both the public and private sectors, which must propose joint approaches to achieve future goals. It is necessary to take into account the assessment of



the skills and potential of current employees, their interests, and their motivations as elements in drafting the operational plan for developing different human resources in each target industry group, in line with the approach to restructuring the labor market to drive the Thai economy (Bank of Thailand, 2021), which mentions the idea of requesting cooperation from the private sector to play a role at every level of labor development in the project. Starting from participation in determining the direction of labor development, laying out labor development policy strategies, setting standards and developing curricula, being a provider of knowledge and training to labor, including developing and managing a database system used to assess labor skills and certify curriculum creators, the government sector itself is an important part in building the foundation and removing limitations on access to labor data to prevent lack of access for labor groups that lack basic skills.

Suggestions

The study on “Using Digital Innovation, Dissemination of Information, and Training for Skill Development of Industrial Employees to Support the Eastern Economic Corridor (EEC) Project” has the following recommendations:

1. Organize an academic seminar to allow private sector organizations in the target industry groups, both in the Eastern Economic Corridor (EEC) project area and nearby areas, to participate in proposing problems and jointly finding long-term solutions, by using digital innovation in communication between organizations.

- 1.1 Focus on building relationships, participation (Brand Engagement), and seminar participation, with the main target groups being 1) foreign investors interested in investing in the EEC area who are interested in conducting businesses related to the 12 core target industries, including knowledge and understanding of the use of digital innovation and technology; and 2) entrepreneurs with companies or factories related to the target industries in the EEC project area and nearby provinces. The secondary target groups are 1) students studying in the EEC project area or those who are hometowns in the 3 provinces of Chachoengsao, Chonburi, and Rayong, including nearby provinces. 2) Working-age people who are currently working or are interested in working in the EEC project area, with knowledge and skills that meet the needs. Or have enthusiasm in developing potential to meet needs and 3) people in the surrounding project areas and neighboring provinces, including community leaders, local businesses, small and medium-sized enterprises (SMEs)

- 1.2 Create motivation, awareness (Brand Awareness) by public relations and communication through social media channels to be consistent with the goals of the Eastern Economic Corridor (EEC) project through key messages, consisting of economic development for a sustainable future, modern infrastructure, promoting innovation and technology, investment and sustainable development, development for all Thais, including building trust and long-term cooperation

- 1.3 Build trust in the private sector (Brand Credibility) by demonstrating the benefits and successes of the Eastern Economic Corridor (EEC) project in each year according to indicators, displayed in the form of graphs, dividing sub-projects and evaluation results to create trust in joint investment and create cooperation between the public and private sectors to help develop the potential of the target industrial groups.

2. The target industry should have a knowledge management system and training curriculum that is appropriate and consistent with the needs of employees working within the organization. From this research, training for employees to learn new technological skills that are necessary for future work (Newskill), such as working with AI or Digital Skill, is considered to be at a high level, but it is still something that employees receive the least



training for, which contradicts the rapid changes in technology in the digital age. Therefore, training should be organized to increase new skills and knowledge to increase the limits of employees' ability to work in the organization.

Suggestions for research

1. The study on “Using digital innovation, disseminating information and training to develop skills of employees in the industrial sector to support the Eastern Economic Corridor (EEC) project” is a survey research. Therefore, the next study should conduct interviews and qualitative studies to obtain in-depth information of the target group to be used to develop and improve the training curriculum that meets the needs of employees working in the Eastern Economic Corridor (EEC) project area, in line with the government’s human resource development guidelines, to ensure continuity of quality project development.

2. Conduct research on the need to learn new technological skills necessary for future work (New skill) by studying the needs of personnel in the organization compared to the needs of the organization and the government. In addition, a study should be added on the motivations that make employees want to develop skills that may be related to government support and dissemination of information on the Eastern Economic Corridor (EEC) project.

3. Study the problems of corporate communication of the Eastern Economic Corridor (EEC) project and the image in the eyes of the private sector. Focus on understanding to develop and improve the image and public relations of the project in the future to create mutual knowledge and understanding between the government and private sectors. There may be a study of variables related to motivation, news perception and confidence in the Eastern Economic Corridor (EEC) project.

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