

The Development of The Business Capabilities of Community Enterprises in The Digital Economy.

- **Author(s):** Pornpanit Ratanakul ,Pornkul Suksod ,Duangkamon Chantararatmanee
- **Abstract:** Community enterprises are still at levels that are not ready to enter the trade competition. Management of community enterprises also lacks knowledge of business management concepts, which hinders development into competition in the market. It should promote the development of management capabilities. This research aims to 1) study the level of development of the business capabilities of community enterprises to the digital economy 2) Study e-commerce, human resource development, entrepreneurship, and innovation acceptance, influence the development of business capabilities of community enterprises 3) To propose ways to develop the business capabilities of community enterprises to the digital economy. This research uses the Mixed Methods Research. The sample included members of the Phetchaburi Community Enterprise. Stratified sampling, the sample size was 20 times that of the observed variables, there were 17 variables. A sample of at least 340 people analyzed data using descriptive statistics and structural equation modeling analysis. The qualitative research instrument is semi-structured interviews from 18 key informants divided into executives or representatives of government agencies, private sector and chairman of community enterprises or vice president of community enterprises by analytic induction. Research shows that 1) The development of the business capabilities of community enterprises to the digital economy is of highest importance 2) Key factors influencing the development of the business capabilities of community enterprises Sort of: Acceptance of Innovation, Entrepreneurship, Human Resource Development and E-Commerce 3) Development guidelines start by creating knowledge, skills, attitude adjustment, and understanding of their roles. Make good use of existing resources, including people, money, raw materials, Machine Method And integrated management uses digital technology to create economic value added, promoting competitiveness. Community enterprises can be self-reliant in a sustainable manner. The findings are useful to the Ministry of Agriculture and Cooperatives And community enterprises can be used as a way to formulat a model to achieve business practices.
- **Keywords:** Capacity Development/ Business Operations/ Community Enterprises/ Digital Economy

