




MHE5516

DEVELOPING HUMAN CAPITAL TO BE AN ENTREPRENEUR

By Dr.Mooktra Thongves



MHE5516 #Lesson2



CONSUMER DECISION PROCESS



period before purchase



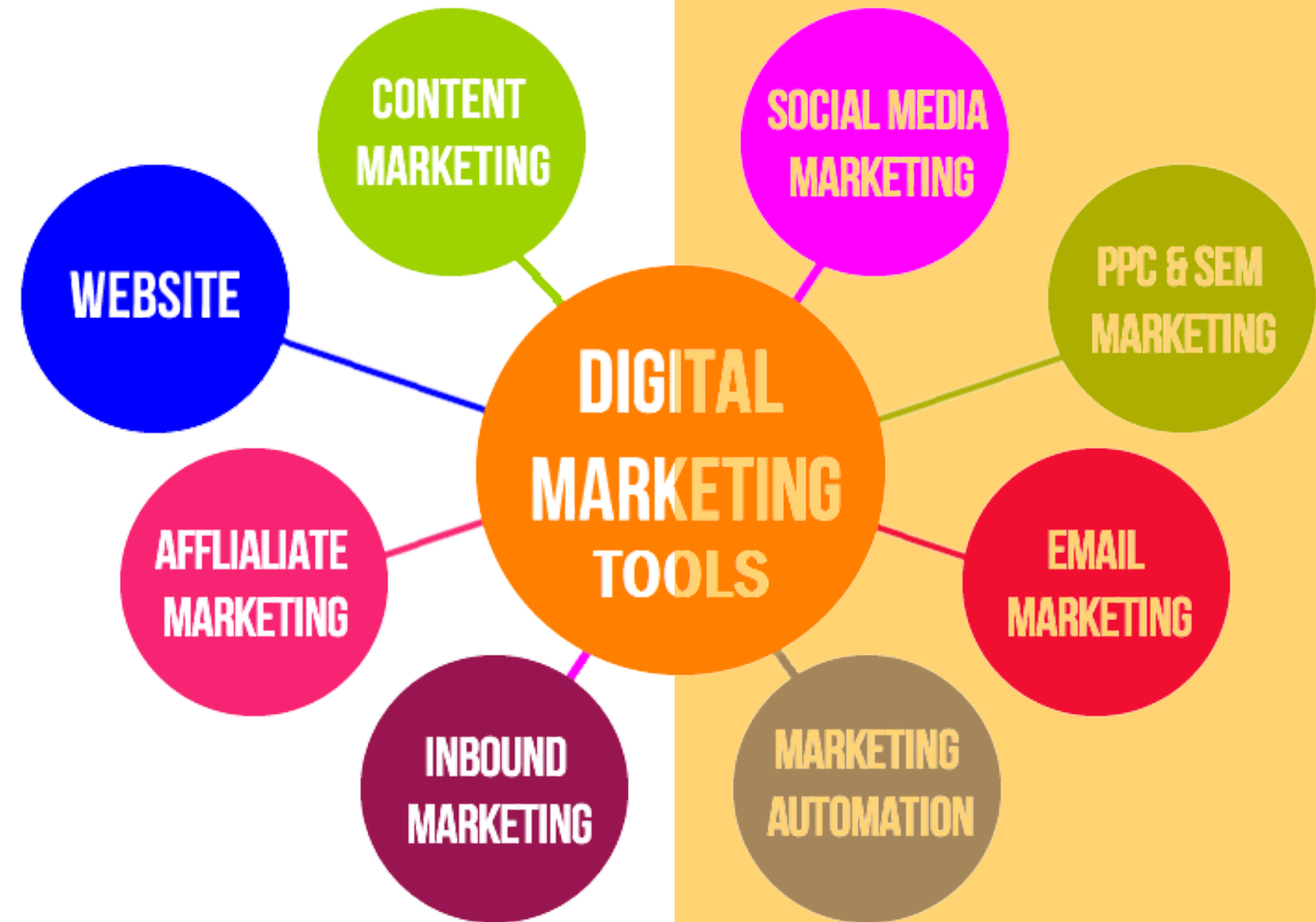
purchasing power



period after purchase



DIGITAL MARKETING TOOLS



CONTENT MARKETING



WEBSITE



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SOCIAL MEDIA



E-MAIL MARKETING



DIGITAL EXPERIENCE & AI



E - MARKET PLACE



INFLUENCER



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SUPER APP



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ONLINE PR

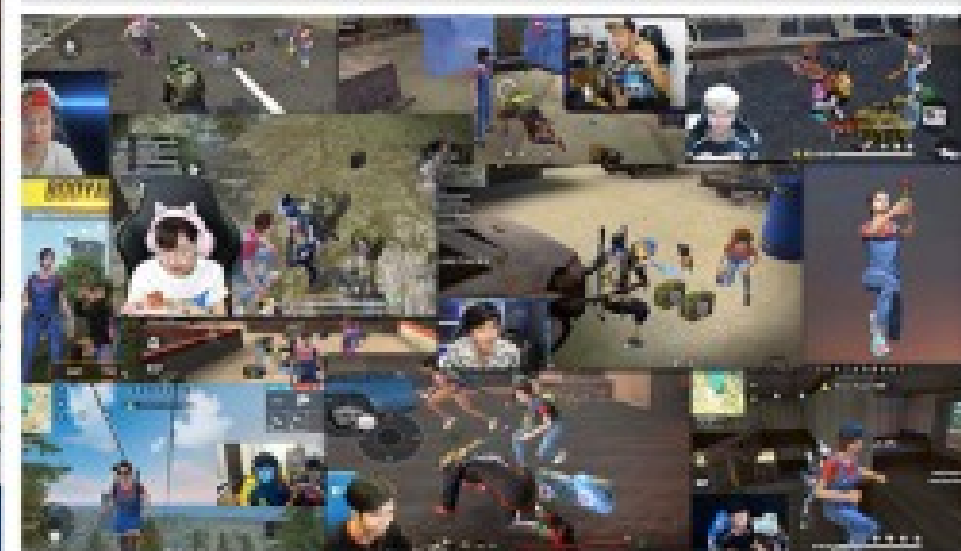
Campaign Brief Asia

DELIVERS IN-GAME SURVIVAL PACKAGES TO POWER OF GAMERS VIA NEW CJ WORX

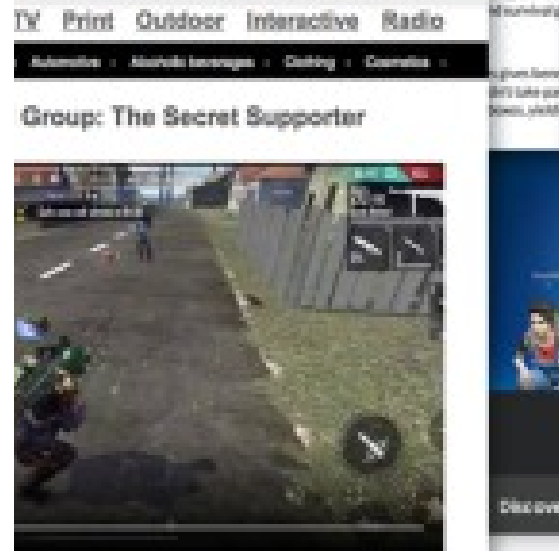
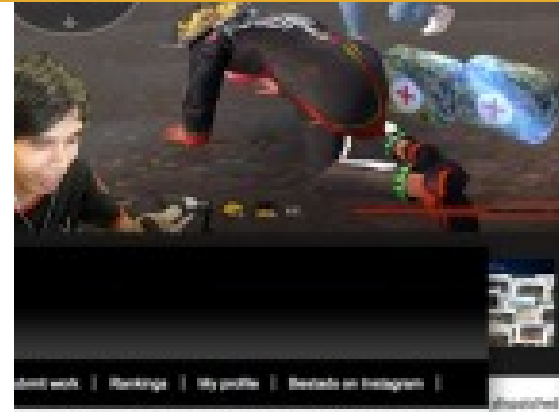
branding in asia

Dutch Mill Girls Deliver In-Game Survival Packages to Boost the Power of Gamers

THAILAND CAMPAIGN



In-game ads get viral among game players in Thailand with "The Secret Supporter". Dutch Mill, a popular drinking yogurt brand in Thailand, has launched a new campaign promoting healthy drinks for Thais to happily survive during COVID-19 quarantine at home.

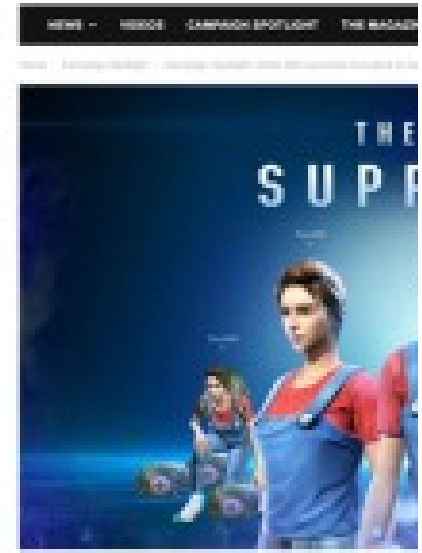


is in Thailand with "The drinking yogurt brand in promoting -- read more



Dutch Mill - CJ Worx

adob



Campaign Spotlight: Dutch Launches Innovative In-Game Promotion with CJ Worx, E Survival Game to Give Ext



10 MINDSET

Entrepreneurs should have
for digital business



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01

DATA DRIVEN



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02

NEW KNOWLEDGE



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03

GOOD TEAM WORK



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04

CUSTOMER CENTRIC



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05

SUSTAINABLE ORGANIZATION



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06

TECHNOLOGY



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07

FLEXIBLE



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08 SOFT SKILL



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09

SAND BOX



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10

REWARDED



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7

SOFT SKILLS

For entrepreneurs
or new generation business owners



ENTREPRENEUR



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SOFT SKILLS



FEELING



LAZINESS



IMAGINATION



FREE MIND



EMOTIONS



EMPATHY



SOFT SKILLS

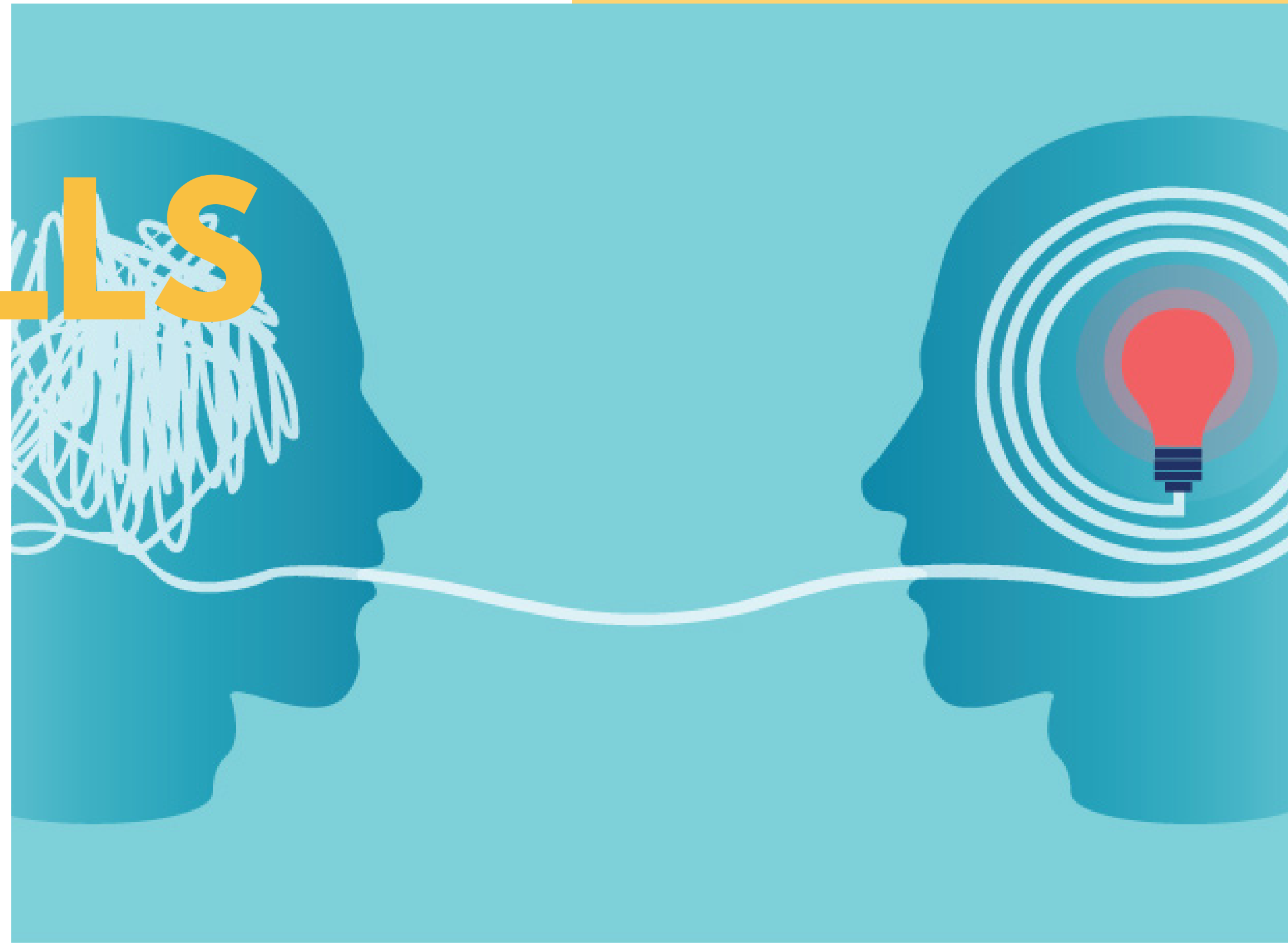
CREATIVITY



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SOFT SKILLS

COMMUNICATION



SOFT SKILLS

NEGOTIATION



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SOFT SKILLS

**CRITICAL THINKING
AND DECISION-MAKING**



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SOFT SKILLS

**COMPLEX
PROBLEM
SOLVING**



SOFT SKILLS

TIME



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SOFT SKILLS

**ACTIVE
LISTENING**



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Q&A

MHE5516 Developing Human Capital to be an Entrepreneur

LESSON 2

