

KNOWLEDGE MANAGEMENT AND LEARNING ORGANIZATION FOR DEVELOPMENT TOWARDS THE OCCUPATIONAL STANDARDS OF SUCCESSFUL DIRECT SALES BUSINESS OPERATORS

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ABSTRACT

This research is aimed to study about the success of business operators who were engaged in direct sales occupation and also to develop, manage knowledge, create learning organization for people involved in direct sales business occupation at Thailand in order to meet the international standard recognized in accordance with the occupational standard and Individual Competency Standard Principle: ISO 17024. By using Questionnaires from sampling groups such as business operators and people involved in direct sales business in Bangkok and its perimeter. SPSS Version 24 program have been used in the descriptive statistical data analysis and the data qualitative analysis is conducted through the in-depth interviews among the focused groups. It is found that the knowledge management is necessary for the direct sales business that consists of (1) The analysis of consumers' demands for products, procurement of products from standardized sources, product distribution center development, product transportation system development, procurement of new technology and innovation to add values for the products which are the aspects of the occupational ethics, the production standards and screening, checking the products should meet with the standards and requirements of laws, are important to the highest level, respectively, (2) Defining the marketing strategy by analyzing the target groups, controlling marketing strategy which is moderately important followed in the second place by the development of training and the creation of new knowledge, respectively, (3) Providing systematic payment channel and the use of electronic systems which is moderately important level followed in the second place by the preparation of details about the product materials and the verifications on the accuracy of payment documents, (4) The analysis on the source of standard products which were brought for distributions, respectively, (5) The aspects for the creation of direct sales business network ranks the most important followed in the second place by the information technology system and public relations, respectively, (6) Team working ranks as the important followed in the second place by the organization of group activities and knowledge management, respectively and (7) Product Warranty and creations of relationships with customers, factors related to the organization for continuous marketing activities marks as the important in moderate level followed in the second place by the creation of the sales team leaders, respectively.

KEYWORDS: *Knowledge Management, Retail Sales Business, Direct Sales Business*

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