The International Scientific Conference "Science and Business – Common Challenges'
Artificial intelligence (AI) – key to solve tomorrow's challenges
16th November 2023; Krakow, Poland

ODDEA
OVERCOMING DIGITAL DIVIDE
IN EUROPE AND SOUTHEAST ASIA

Decrypting Thailand's Public Sector Digitalization Strategy

Anetta Caplanova & Estera Szakadatova
University of Economics in Bratislava
Faculty of Economics and Finance, Department of Economic Theory; Department of Finance
Dolnozemska cesta 1, Bratislava, 852 35
Slovakia
E-mail: anetta.caplanova@euba.sk; szakadatova@gmail.com
ORCID: 0000-0003-3767-7042, 0000-0003-4979-8773

Abstract
This research evaluates the current state of digitalization in the public sector across Southeast Asian countries with specific focus on Thailand taking into account key objectives such as social considerations, economic implications, and technological facets.

Against the global backdrop of rapid digital proliferation, Southeast Asia emerges as one of the world's fastest-growing regions in digital device adoption. Governments in the region are increasingly leveraging digitalization to optimize public service delivery, streamline administrative processes, and catalyse economic growth.

Digitalization stands as a transformative force reshaping societies, economies, and political landscapes. The potential for enhanced citizen interaction, inclusivity, and accountability in public services is particularly promising. However, bridging the gap between intentions and outcomes remains a challenge, as evidenced by empirical studies highlighting disparities in effectiveness, efficiency, transparency, and responsiveness.

Preliminary findings from Thailand highlight the government's encouragement for digital service adoption, with over 80 public services available online. However, barriers persist, including limited internet access, insufficient ICT skills across generations, and concerns about the maturity and quality of online service delivery. The research emphasizes the importance of addressing these barriers through encouragement rather than force, recognizing channel choice as a political priority and a citizen's right. The study aims to identify best practices and present recommendations to enhance the effectiveness of digitalization policies in the Southeast Asian public sector.

Co-funded by
the European Union