



Mahidol University  
International College



# Echo Session: Small business and ICT use

Dr. Raymund Habaradas  
& Paz Esperanza Tesoro-Poblador  
De La Salle University

ASEAN academic partnerships for small business and ICT knowledge transfer is supported by the Australian Government through the Australia-ASEAN Council of the Department of Foreign Affairs and Trade.



# How management utilizes ICT to support its goals and strategies

For some of these businesses, the use of ICT has helped them **cut cost, increase efficiency, and reach a bigger market**, things that they must be able to do if they want to keep their businesses viable in support of their non-financial objectives.

Some of them, however, utilized technology just because the others have already adopted it (bandwagon effect) but later realized that it does not really serve their purpose.

ASEAN academic partnerships for small business and ICT knowledge transfer is supported by the Australian Government through the Australia-ASEAN Council of the Department of Foreign Affairs and Trade.



# Resisting & Assisting Tech Disruption in the Print Industry: A small business perspective



## Objectives

All adoption of technology must satisfy at least one of the following criteria:

- Increase in overall revenue
  - e.g. increase number of new initial customers, increase re-selling to existing customers, increase average revenue per order, find new channels to market, deliver insight etc.
- Decrease in overall cost
  - e.g. Simplify role of casual staff to reduce hours spent per week, replace existing variable cost structures with fixed weekly/monthly costs, find free alternatives to existing paid software

...without exception.



Samuel Brent, CIO

ASEAN academic partnerships for small business and ICT knowledge transfer is supported by the Australian Government through the Australia-ASEAN Council of the Department of Foreign Affairs and Trade.



# Outsourcing Your Social Media & Internet Marketing



We assist small to medium businesses to share, support and connect their business online through social media & Internet Marketing.

We provide an effective strategy and marketing to increase awareness of your brand, connect to and engaging with experts and other influencers in your industry, as well as appealing to and building your target market through active audience engagement.



**Jennifer Brosnan**  
Digital Marketing Expert

ASEAN academic partnerships for small business and ICT knowledge transfer is supported by the Australian Government through the Australia-ASEAN Council of the Department of Foreign Affairs and Trade.



# How business owners & managers have expanded their ideas to fulfill multiple goals such as:

- a) preserving the family's heritage, as exemplified by the Dennis family of Tarndie, a heritage sheep farm;
- b) pursuing a certain lifestyle, as in the cases of Rachel Bernardo of West Gems Tour, and Melissa Meek-Jacobs of Captain's Retreat; and
- c) protecting the environment, as in the cases of Selvi Kannan of Holy Bell Farm, and Alexis Valenza of Valenza Engineering.

ASEAN academic partnerships for small business and ICT knowledge transfer is supported by the Australian Government through the Australia-ASEAN Council of the Department of Foreign Affairs and Trade.





# Cloud Based Environmental Field Data Collection and Analysis

**Company Background**

**Background**

Valenza Engineering is a groundwater and environmental hydrogeology engineering consultancy based in Melbourne, Australia.

We provide technical, advisory and expert witness services worldwide from concept study to field-testing and complex numerical modelling.

Valenza Engineering team of specialists have decades of experience in Asia – Pacific, North America, Africa and Middle East.



**MINING**

**CONSTRUCTION**

**TOWN SUPPLY**

**IRRIGATION**

**ENVIRONMENT PROTECTION**



**Alexis Valenza**  
Principal Hydrogeologist  
and Director

ASEAN academic partnerships for small business and ICT knowledge transfer is supported by the Australian Government through the Australia-ASEAN Council of the Department of Foreign Affairs and Trade.



# i-technology use - An Agri Start-Up



- Natural
- Understanding the land is the first step in natural farming.
- As aspiring farmers our vision is to produce quality beef where the cattle are grazing in naturalness.
- Our goal is to create and manage successful natural grazing systems with high quality pasture and at the same time creative positive management concepts to pasture, soil, livestock and farm quality life.



**Dr Selvi Kannan**  
Proprietor

ASEAN academic partnerships for small business and ICT knowledge transfer is supported by the Australian Government through the Australia-ASEAN Council of the Department of Foreign Affairs and Trade.

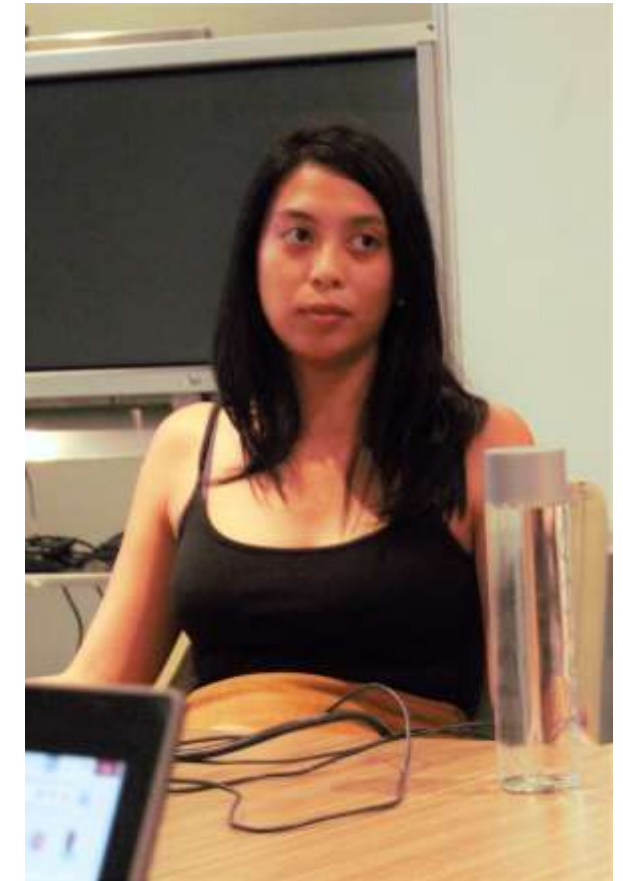




# Western Gems Tours: Our Social Media Journey

## CHALLENGES

- Content creation and time factor
- Right time, right content, right channel
- Relevance to a wide audience, possible exclusion
- Management and frequency



Rachel Bernardo  
Owner / Tour Guide

ASEAN academic partnerships for small business and ICT knowledge transfer is supported by the Australian Government through the Australia-ASEAN Council of the Department of Foreign Affairs and Trade.





# What is the bottom line?

With the proliferation of ICT, there is risk that business owners and managers might focus on the technical aspects without giving equal regard to the human aspects of the organization.

**Technology must serve the human and social goals of the business, not the other way around.** Perhaps we should look at ICT as a tool that can be used not only to promote the goals of a business but also to enrich the lives of those who are involved in it.

ASEAN academic partnerships for small business and ICT knowledge transfer is supported by the Australian Government through the Australia-ASEAN Council of the Department of Foreign Affairs and Trade.





Mahidol University  
International College



# Maraming Salamat Po!

ASEAN academic partnerships for small business and ICT knowledge transfer is supported by the Australian Government through the Australia-ASEAN Council of the Department of Foreign Affairs and Trade.

