

C618217 : MAJOR COMPUTER SCIENCE
KEY WORD: EXECUTIVE INFORMATION SYSTEM / MULTIMEDIA

JIRAPANT NAPATTALUNG : A DESIGN OF EXECUTIVE INFORMATION SYSTEMS
FOR OFFICE OF THE RUBBER REPLANTING AID FUND BY MULTIMEDIA
SYSTEM) : ASSO. PROF. SOMCHAI THAYARNYONG. 137 pp. ISBN 974-635-538-4.

The objective of this thesis is to design executive information system for ORRAF by multimedia system to assist the non-technical top management to create and access the information effectively. The design and development of the system consisted of 3 area of technologies, a relational database system to collect and process data, a multimedia system to present data and the theory of EIS to consider of critical success factor and key performance indicator of a system. This development used the rubber replantation's source of Office of the Rubber Replanting Aid Fund as the case study. The structure of this EIS has 169 text mudules, 42 graphic modules and 40 sound modules.

The result of the thesis found that the system could help the non-technical top management to understand and access data without difficulties. This methodology should be quite useful for further studies and development for the future of EIS.

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ลายมือชื่ออาจารย์ที่ปรึกษาร่วม.....