

3937412 EGT/M : MAJOR : TECHNOLOGY OF INFORMATION SYSTEM
MANAGEMENT ; M.Sc. (TECHNOLOGY OF
INFORMATION SYSTEM MANAGEMENT)

KEY WORD : EXECUTIVE INFORMATION SYSTEM / SALES ANALYSIS /
FORECASTING / WEB DATABASE / GRAPHIC USER
INTERFACE

PIYARAT TANGKASEMCHIT : THE APPLICATION OF WEB DATABASE
FOR EXECUTIVE INFORMATION SYSTEM CASE STUDY : LEVI'S
PRODUCTS. THESIS ADVISOR: SUTTINANT NANTACHIT M.S.,
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M.S. 188 p. ISBN 974-661-482-7

This research work is primarily concerned about the application of a web database for an executive information system by using a case study of Levi's products. The objective of the research is to design a database that executives could access through the Internet as a web page, using a web browser. Such a system would allow executives to obtain information quickly and easily from anywhere in the world where they could establish an Internet connection.

The online database was designed using Microsoft Access 97 as the database management system. The online database used data from the ordinary Levi's database, and was updated on a monthly basis. The online database was designed to support online queries to present, compare and forecast sales information as well as review operational results based on daily transaction and provides important information such as reviewing operational results. O'Reilly WebSite program was used as the web server in the prototype system. Windows Common Gateway Interface (Windows CGI), constructed in Visual Basic, was used for the interface between web server, database and the users.

Findings show that the prototype system performed quite satisfactorily in terms of accuracy, fast response, flexibility and ease of use.

In the future, full-scale implementation could be pursued to include production and inventory information. Also the range of queries could be expanded. Such wider implementation could improve the convenience and reliability of the system.