

Title	タイにおける高齢社会のためのウェアラブルデバイスを用いた変革的サービスモデルの研究
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Abstract

Wearable Technology is equipped with sensor technology, and GPS can directly use to collect health data and enhances one's location specification. The wearable device has been deemed a tool that could improve the well-being of seniors. Due to the current situation and future trends, the rapid development of wearable technology and the internet of things (IoT) cannot be overlooked because the personal data from wearable technology are considered sharable Big Data. Many services could exploit the technology and network for better stakeholder well-being in the aging society. According to Service Dominate Logic, the service using the wearable device creates value in society and the ecosystem. The use of wearable technology has been forecasted to grow continuously. In the case of Thailand, it is expecting an aged society by 2025. The studies on wearable technology adoption for the elderly and its contribution to senior healthcare services are very limited.

The main objective of this research is to propose a service model for using wearable devices in aging society. The research is divided into two main parts. The first part aims to understand the expectation of multiple stakeholders. To propose the senior healthcare service system is the main objective. This study determined the key factor for adopting wearable technology devices from knowledge and experience sharing, which empowers to know that stakeholder's voice and expertise is valued. The second part gathers the understanding and attitude towards the propensity to use wearable technology with awareness in aging society. The hypothesis of this study was constructed from a technology readiness and elaboration likelihood model with functions and features of wearable technologies devices. The study was conducted through a quantitative survey given to the seniors, family members and caregivers. The results of this research identified the effect of positive and negative attitudes on awareness of wearable technology devices.

By integrating the findings of two studies, this dissertation proposes a healthcare services model using wearable devices. The model consists of the positive attitudes toward understanding wearable technologies, the significant effect on expectations for creating positive experiences, trust in wearable devices, and self-confidence in the maintenance of own health. Although, the positive attitude motivate stakeholder to propose the expected value co-creation capability among society. Then, value co-creation can improve the senior healthcare service system and stakeholder well-being. In summary, the framework of the drive cycle model for wearable technologies in senior healthcare service systems can be served as a guideline for both academic research and practical applications. It helps to construct a Senior Health service with concern for the well-being of the human in an aging society and co-creation value through stakeholders' utilization of wearable technology. The process, key considerations, and Senior healthcare service system were summarized as crucial contributions to this study. Moreover, the importance of understanding the expectation and attitudes of multiple stakeholders is a significant part of the success of wearable technology adoption in an aging society.

Keywords: transformative service model, wearable technologies device, senior healthcare service system, value co-creation, well-being