

ABSTRACT

As COVID-19 has pushed Cambodia to become more digital in the educational sector and academia is getting used to the technology, Education Technology (EdTech) businesses can effectively enter Cambodia's market by focusing on the last best experience that customers had, value proposition, and agile marketing strategy.

INTRODUCTION



On the way to schools, students in Phnom Penh wearing masks to prevent the spread of COVID-19 (Tang, 2021)

- As in many other countries, COVID-19 has caused disruptions for Cambodia; schools were closed and advised to provide online classes.
- The increasing demand of distance learning has opened up many opportunities for the EdTech industry.
- EdTech businesses can expand their markets in Cambodia's post-pandemic era through three complimentary factors, namely, COVID-19, academia, and savvy business schemes.

COVID-19 AS A CATALYST FOR DIGITALIZATION

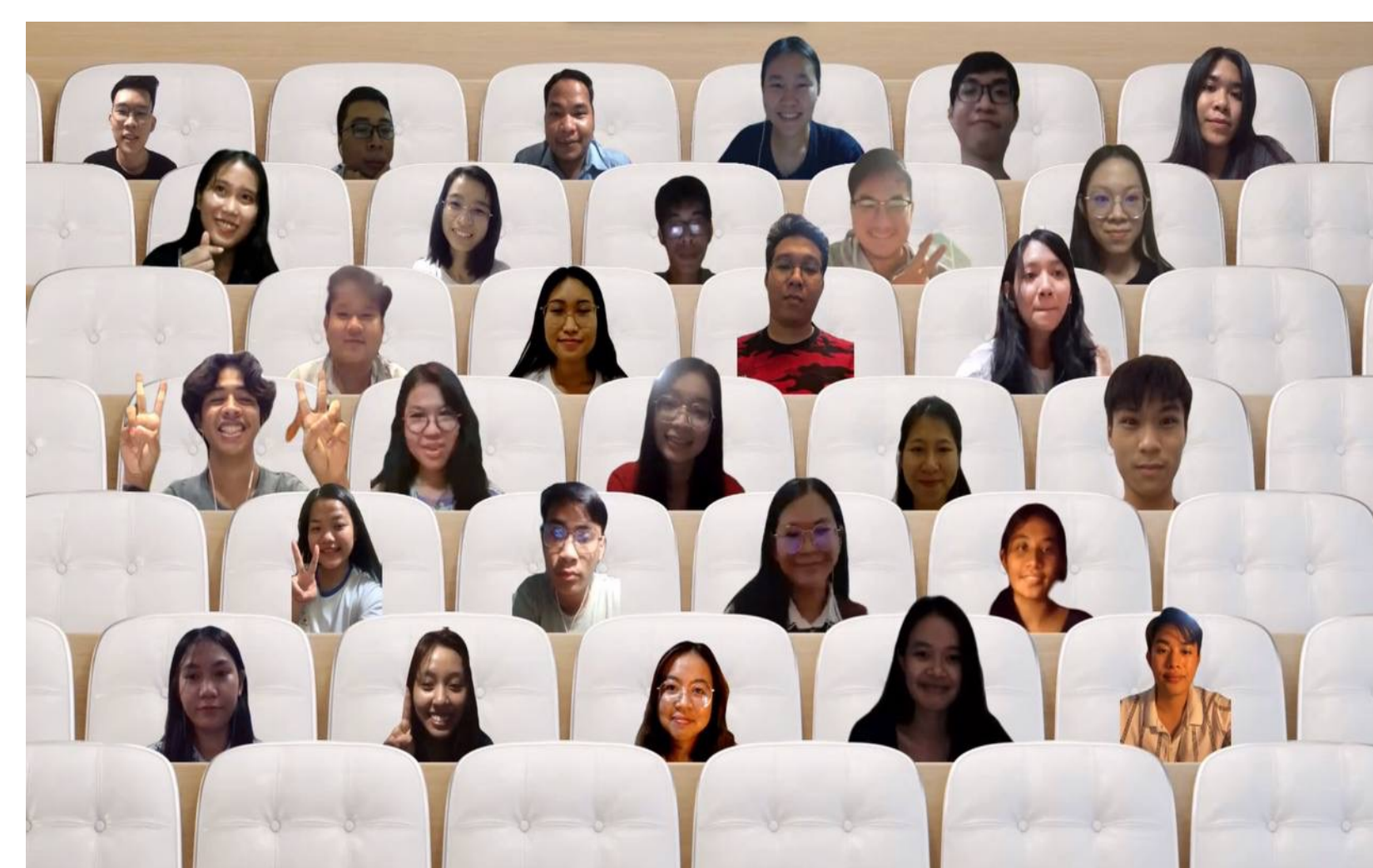
- Amidst the outbreak of COVID-19, the Cambodian Ministry of Education, Youth and Sport, and other related institutions actively assisted online learning with Information and Communication Technology (ICT) tools to ensure that students would obtain the good quality education that was traditionally found in physical class settings (Darren, 2020; Kanika, 2020; Niseiy, 2021).



A boy using his laptop to take the online class from home (Chan, 2021)

- The studies from Heng (2021) and Leng, Khieng & Water (2020) agree that COVID-19 has acted as a catalyst that has boosted the use of ICT in delivering education.

TEACHER AND STUDENT ADAPTATION



My professor and classmates using Microsoft Team as an e-learning platform (Rany, 2021)

- Before the pandemic, teachers and students had limited knowledge and use of ICT in schooling (Richardson, Nash & Flora 2014; Crews & Parker, 2017).
- When COVID-19 started, it yielded opportunities for academia to adopt smart technology and e-learning (Heng, 2020). This signals the progress of digitalization in the educational sector.

STRATEGIES

According to an article by Balis (2021) in *Harvard Business Review*, the author has highlighted the needs for improved customer experience, solid business value, and effective marketing strategy for businesses post pandemic.

Customer Expectation

Digital transformation has been accelerated by COVID-19, and so has customer expectation (Balis, 2021).

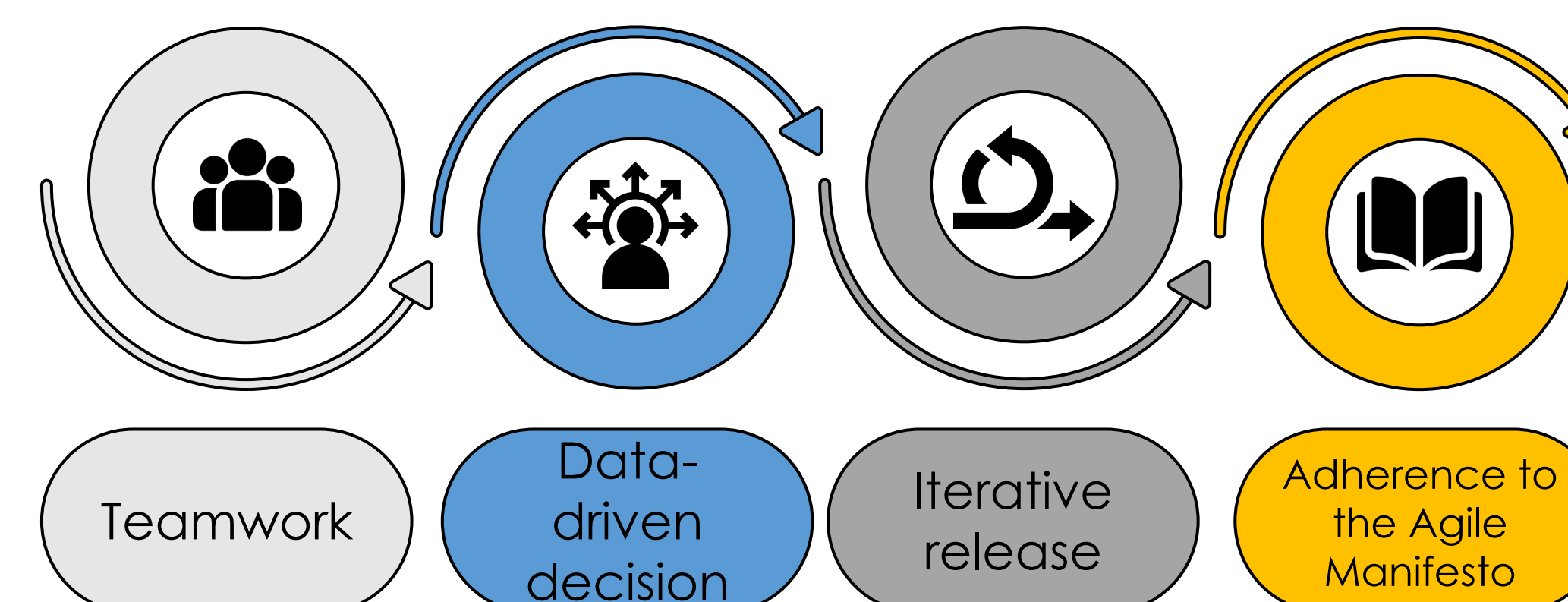


Value Proposition



Agile Marketing Strategy

Agile marketing is a technique requiring cross-functional teams to have iterative release with continuous listening to customers (Fryrear, 2021).



CONCLUSIONS

- All things considered, we can conclude that Cambodia's post-pandemic market offers a good opportunity for startups, established enterprises, and relevant stakeholders to invest in the EdTech industry.
- The digitalization process and adaptation from the academic community in Cambodia, alongside solid strategies stated above, prove the beginning of the Cambodian market's maturity.
- Further research shall be conducted on the perspective of partners and consumers in this industry by carrying out surveys, interviews, and workshops.

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