

The 2nd SHARING INFORMATION ON PROGRESS (2017)

UN PRME



Faculty of Business Administration, Chiang Mai University

PRME

Principles for Responsible
Management Education

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UN PRME

SHARING INFORMATION ON PROGRESS (SIP) 2017



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INTRODUCTION FROM THE DEAN

Once again committing to the six Principles of Management Education has persistently guided the Faculty of Business Administration, Chiang Mai University to another level of achieving our mission. We commit to embed the principles to all of our activities pertaining to teaching, research, student development, and academic service.

Many initiatives and programs had been carried out as a result of asking ourselves the very question: How do we want to be perceived as a responsible business school? Thanks to the six principles and the learning from best practices (SIP) of other PRME member schools, we have become one of the most prominent business schools in Thailand who set examples of :

- Producing socially conscious students,
- Offering close-to-practice knowledge particularly through action learning, and
- Raising up management education standard in the country in such a way that learning and social impact can happen simultaneously.

Through such a soul searching process along the way of living by the six principles, we not only realize what and how we have changed, but also see whom and what else we can better serve. For the faculty, staff, students and alumni here, it is a reinforcing reward in itself to present what we carried out in the past years in this second SIP report.

Fulfilling the PRME mission will always be the work-in-progress for us. That is our commitment.



Siriwut Buranapin

On behalf of CMU Business School Family



INTRODUCTION

INTRODUCTION TO THE FACULTY OF BUSINESS ADMINISTRATION (FBA)

The Faculty of Business Administration, Chiang Mai University began in 1965 as a Department of Business Administration of the Faculty of Social Science before it became a faculty on December 19, 1982, consisting of four departments: Finance and Banking, Management, Marketing and Accounting.

MISSION STATEMENT & VISION

So as to correspond with the vision of Chiang Mai University as “A world-class university committed to social engagement and sustainable development,” FBA defines its Mission Statement as follows:

We commit to produce both socially conscious students and close-to-practice knowledge as well as to provide ethical guidance and managerial excellence for business and community

“

To achieve the Mission and create values, FBA must be

- 1. Co-creator of Knowledge** with other arts and sciences; aiming at promoting ecosystem for new ventures, developing management insights, and finding solutions to social problems.
- 2. Catalysts for Innovation** in collaboration with entrepreneurs and relevant organizations; aiming at voicing the need of users to innovators, as well as being prime examples of management innovation through internal continuous improvement.
- 3. Hubs of Lifelong Learning** by transforming from “teaching house” to “learning laboratory”; aiming at improving intellectual foundation of learners, developing teaching and counseling skills of faculty, and being excellence in competency assessment.
- 4. Enablers of Sustainable Prosperity** through active social engagement; aiming beyond wealth creation to better access to basic needs, healthier environment, stronger community, higher work meaningfulness and greater life fulfillment.
- 5. Leaders of Leadership**; aiming at enabling businesses and society to better understand leadership, developing and disseminating new knowledge about leadership framed around ethics and operational effectiveness.

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FACTS AND FIGURES

Programs and Students

Bachelor's Degree	Bachelor degree in Accounting	648
	Bachelor degree in Business Administration	843
	First year students (All majors)	487
	Total	1,978

Master's Degree	Master in Accountancy	107
	Master of Business Administration	220
	Master of Business Administration for Executives	131
	Master of Business Administration for CMU Administrative	15
	Master of Business Administration - Marketing	90
	Master of Science in Finance	87
	Total	650

Doctoral Degree	Doctor of Philosophy Program in Business Administration	9
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Total	2,637
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Personnel

Instructors	54
Supporting Staffs	59

Total	113
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THE PRINCIPLES OF RESPONSIBLE MANAGEMENT EDUCATION

The six principles of PRME are the foundation which shapes all FBA activities. The principle logos addressed to each activity indicate the particular principle relevant to such activity.



Principle

1

Purpose:

We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.



Principle

2

Values:

We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.



Principle

3

Method:

We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.



Principle

4

Research:

We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.



Principle

5

Partnership:

We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.



Principle

6

Dialogue:

We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.



EDUCATION



NEW COURSES

Related to social responsibility, sustainability and ethics

Two new courses have been offered according to the commitment in the report of 2015:

Accounting for Climate Change and Sustainability

An elective course in the accounting program dealing with sustainable development, sustainability report, reporting and assurance on the greenhouse gas emission, and integrated report. This course enables students to understand current global climate and environmental change and the role of an accountant on this issue.

Meditation for Business Leaders

A major course in Business Administration in Management dealing with theory and practice of mediation and its application in daily life and Business Administration practice leading to behavioral change to improve responsibility, kindness and reasoning.



MEDITATION EXERCISE

Beginning with the academic year 2016, FBA has the policy of having the students have 5 minute meditation exercises before each class by means of finger or breathing counting to ensure good concentration throughout the class period, to enhance their learning efficiency and to improve their life conduct for good concentration and ethics.





(AoL)

ASSURANCE OF LEARNING



As a mobilization mechanism for the mission of FBA to create graduates who are socially responsible

FBA began the adoption of Assurance of Learning (AoL) system in 2015 to assure that all FBA programs would produce graduates with desirable characteristics as specified by each program. The system mainly involves setting up the learning goals which reflect the mission, creating the learning process through designated courses and activities as well as evaluating the achievement of the learning goals.

In accordance to the mission to create graduates who are socially responsible, two learning goals are set:

Learning Goal 1

Graduates are able to identify ethical issues in a business contexts and to make appropriate ethical choices.

Learning Goal 2

Graduates are able to identify social problems in a business contexts and to make appropriate solutions to social problems.

Each program has identified courses and activities responsible for the two learning goals as follows:

Program	Learning Goal	Courses and Social Activities
Bachelor degree in Accounting B. Acc	Learning Goal 1 Learning Goal 2	Business Ethics Learning Through Activities
Bachelor degree in Business Administration B.B.A	Learning Goal 1 Learning Goal 2	Business Ethics Learning Through Activities
Master of Accounting M. Acc	Learning Goal 1 Learning Goal 2	Tax Planning Seminar in Accounting
Master of Business Administration MBA	Learning Goal 1 Learning Goal 2	Strategy for Superior Organizational Success CSR Activity/Orientation Activity
Master of Business Administration (Executive) Executives MBA	Learning Goal 1 Learning Goal 2	Strategy for Superior Organizational Success CSR Activity/Orientation Activity
Master of Business Administration Marketing MBA (Marketing)	Learning Goal 1 Learning Goal 2	Consumer Behavior Principles of Marketing
Master of Science in Finance M.S. (Finance)	Learning Goal 1 Learning Goal 2	Financial Management CSR Project

ACTION LEARNING

New direction for teaching and learning



FBA has adjusted the teaching to be **Action Learning** instead of the Lecture-based for some courses in order to allow students to learn from real situations. By this approach, students will be able to develop an analytical skill and the ability to apply the knowledge to solve real problems. The assignments on social responsibility and sustainability topics of various courses, therefore, have been more involved with the action learning.

Examples of courses which **Action Learning** is used for the assignments on social responsibility and sustainability topics are as follows:

UNDERGRADUATE PROGRAMS

B.B.A and B. Acc Learning Through Activities

Students engage in activities promoting social responsibility in all four years' study programs

B. Acc Accounting for Climate Change and Sustainability

Students study on sustainability reports and integrated reports of best practice businesses

B.B.A (FINANCE) Seminar in Finance

Students conduct a survey of the community financial problems and seek solutions for such problems

B.B.A (MANAGEMENT) Selected Topics in Management and Seminar in Management

Students apply their knowledge on business administration to solve community problems

B.B.A (MARKETING) Marketing Channels Of Distribution

Students find ways to eliminate surplus consumption of various kinds of business

GRADUATE PROGRAMS

MBA and Executive MBA Strategy For Superior Organizational Success

Students are assigned to create a social business plan to solve community problems in an integrative and sustainable way, whose process requires students to get in the field work and engage in community and local agency participation.

TEACHING AND LEARNING MANAGEMENT

In social responsibility and sustainability



Social responsibility and sustainability topics are taught in various courses of each program, using various teaching approaches. Some courses focus on case studies while other courses emphasize on an action or practice-based projects, and the action learning.

UNDERGRADUATE COURSES

The last chapter deals with marketing ethics and social responsibility so that the students can apply it to the marketing strategies they have learned in the earlier chapters. Social marketing is also emphasized. Students are also made to be aware of how to use their resources for social benefit and better quality of life for the people. The content also includes the social enterprise topic.

1st YEAR STUDENTS Marketing Principles

B.B.A. and B.Acc Learning Through Activities



Learning through activities course is one of the courses designated to be responsible for the two learning goals concerning “producing socially conscious students” mission. This is a 3-credit course conducted by the Student Development Unit and the Student Union.

Students are required to participate in various activities engaging in instilling social responsibility and ethics in 9 hours of core activities and 36 hours of supporting activities. Assessment criteria is based on S (Satisfactory), and U (Unsatisfactory) which S is for students with at least 70% of the participation. During the past two years, the major activity is the Restoration of Mae Kha Canal for Sustainable Community Development project in 2016. Under this project, students and members of the community worked together to improve the area by planting trees and shrubs to make it a place for recreation and relaxation in Chiang Mai City. The work was divided into 2 phases

- 1) **Cleaning the area** on September 16, 2016 by 2nd and 3rd year students (85 students) by doing weeding and collecting rubbish in the area.
- 2) **Restoring the vicinity by planting trees, shrubs and flowers and improving the landscape** from October 19- November 2, 2016 in which the first year male students and some of the senior students (280 students) planted 500 flower shrubs to pay homage to the late king of Thailand.

The area was handed over to the Chiang Mai Municipality to take care of further as a tourist attraction of Chiang Mai on November 9, 2016.

Being a community activity by the government and private sectors, the activity enhanced the participants’ social responsibility and green conservation. This project will be conducted by the next generation of students and will be expanded to other areas in the vicinity to make it another tourist heritage of Chiang Mai.

B. Acc Accounting for Climate Change and Sustainability



This course is an elective course. The aim of this course is to make an understanding on the impact of climate change on business in terms of risk and opportunity and how to respond to the risk. Under this course, students learn how to prepare the sustainability report according to the Global Reporting Initiative (GRI) with actual best practice cases used. Students also learn how sustainability disclosure could affect the responsibility investor's decision.

The content includes carbon accounting, the concept and necessity for it, the mechanism of carbon market and benefit of the carbon accounting, along with the impact on the accounting profession. The topics of greenhouse gas reporting according to the GHG Protocol, International Standard on Assurance Engagement (ISAE) 3410, Assurance Engagements on Greenhouse Gas Statements are also covered.

Besides a sustainability report, the course also deals with an integrated report. How the two kinds of report are different. And since the latter kind (integrated report) has not yet been used in Thailand, students have to learn from case studies of the companies listed in Johannesburg Stock Exchange, especially one with "EY's Excellence in Integrated Reported" award as an example of Best Practice in a world-rank report.

Sustainability is mentioned under Marketing Channels and Supply Chain topics of this course. For the marketing channels topic, it refers to cooperation among the member organizations, namely the manufacturers, wholesalers and retailers. Students are taught to consider selecting to do business with the organization that gives emphasis on social and environmental involvement in the same line as their organization.

For the supply chain topic, students are taught that sustainability throughout a value chain has to be considered when doing business. For instance, as a manufacturer, one has to think about how the consumer will dispose of the products after they have used them until they expire. As producers or sellers, one should provide ways for consumers to reuse, recycle and reduce the products properly. Students are assigned in groups to find ways to dispose of the left-over parts of the products.

B.B.A (ALL MAJORS) Marketing Channels of Distribution



The course content partly involves Corporate Social Responsibility (CSR) topic. Students worked in groups for CSR projects. Their work included setting up plans and activities, seeking cooperation from the relevant community and organization along with seeking funds for the activities that require funds.



The students' CSR projects were very diversified such as listed below:

- **Foundation for the Blind:** Students assisted in making braille books by supplying recycled paper, typing books for making braille books and any other relevant task in the process.
- **Highland Schools:** Students improved the schools' landscape, painted the schools' flagpoles and activity boards, toilets and libraries as well as activity spaces.
- **Animal Foundation:** Students led in cleaning the areas around the foundation to be of acceptable sanitary standards, raising funds for food, medicine and other kinds of equipment, making pillows for dogs and cats. The activities also included injecting vaccine outside the foundation areas with the cooperation of the Department of Livestock Development and the Faculty of Veterinary Medicine.
- **Orphanage home:** Students led by teaching children and doing activities to enhance their skills and knowledge, teaching about savings, making desserts, easy crafts and souvenirs for sale, making CD's for exercising. They also joined the Faculty of Dentistry checking and teaching children about dental care, including donating school uniforms, socks and other school kits.
- **Old people's home:** Students came and cleaned up, provided food and planted flowers and shrubs around the houses, teaching the old people to dye clothes and earn income for themselves.
- **Forest Fire Control Center:** Students helped the people make a fire buffer zone around the Pui and Mae On mountains.

B.B.A (FINANCE)

Seminar in Finance

Students learned about sustainability in a Seminar in Finance course by working on a project to improve or solve financial problems of the community around Chiang Mai University. In the past year, students worked on two projects: a community project and a social enterprise project as follows:

Community Project

Students worked with the community surveying the problems and came out with some concrete suggestions for the community to apply. Three projects of different kinds of financial problems were developed as follows:

Community 1	Community 2	Community 3
Students served as consultants in setting up the Pledged Savings (Satcha Omsap) by helping the community members design the financial products and the welfare scheme of the fund as well as defining the objectives and the regulations of the fund. This fund can help develop discipline in savings and sustainable personal finance management for members of the community.	Students assisted in a Community Fund (One Million Baht Fund) in terms of risk management in granting loans. Previously, the fund had no criteria for credit approval, causing a wrong type of granting loans and NPL so students introduced a credit scoring system and insured sustainability of the fund by reducing the chance of NPL.	Students developed the system to assess and manage liquidity of the leasing business in the community. With liquidity management, the leasing would give loans to members more efficiently, leading to the sustainability of business and the reduction of creating debt from non-formal loans by the members.



Social enterprise

The Finance and Banking Department also places emphasis on making students aware of the significance of social and environmental development. Using Action Learning approach, students had to work closely with one of the social enterprise in Chiang Mai, "Keaw Suay Hom." Students learned how to operate the enterprise to be sustainable and achieve its mission of social development. Students also adopted their business knowledge, especially financial one, to help the enterprise by finding solutions for social problems and creating the financial model to be used as an instrument to effectively run the enterprise.

B.B.A (MANAGEMENT)

Selected Topics in Management and Seminar in Management

Students carried out the project to solve community problems based on the principle of sustainability under two courses: Selected Topics in Management and Seminar in Management. Each group selected a community in Chiang Mai to conduct a survey to identify the community problems. At the end of the Selected Topics in Management course, each group of students will come up with the proposals of a community development projects. Under the Seminar in Management course, the projects were executed. Students applied their management and relevant business knowledge with the focus on sustainability to the project. Community and organizational participation occurred throughout the project and at the end of the project, the students had to evaluate the project outcome and present it to the respective community or organization. Examples of students' projects are as follows:

Regina Coeli School



The objectives of the project were to set up a management system for the school shop and to expand the income base of the school so that the income could be used to improve the welfare system for teachers. Three projects from three groups of students carried out the following tasks:

Project 1 expanded the bakery market by recruiting new customers and a new group of customers. The students also established guidelines to reduce production cost.

Project 2 worked on e-commerce by setting up a website to promote the school's products.

Project 3 set up a management system for the shops such as inventory management system.

Find Me, Charoen Prathet



The project had the objectives of introducing Charoen Prathet community to a wide range of tourists as it is an interesting community sprawling along the Ping River with temples and schools as well as the steel bridge being the old landmark of Chiang Mai. The Charoen Prathet road is full of cultural diversity being the residential area of Buddhists, Christians and Muslims.

The students came up with the travel map "Find Me Charoen Prathet" showing important places on the road such as the steel bridge, temples, the night bazaar market, Anusan Food Market, coffee shops and so on in a brochure and on a website.

Wat Gate Community

The project to improve the community around the temple was participated in and supported by a hotel in the vicinity to preserve the significant culture of the area, in particular the museum at the temple which maintains the cultural traces of the place. The museum was facing an unsteady and sometimes inadequate income. With those problems in mind, the students created three projects sharing the main objectives in publicizing the temple and increasing the income to its museum to ensure its sustainability.

Project 1 was preparing the information on the museum and setting up a website to give the history of the museum and the old items used by the people in the ancient times.

Project 2 was setting up a souvenir shop in the museum named “Proud Souvenir Shop, Wat Gate Kar Rham Museum” and preparing a financial plan. They also designed some souvenirs such as a notebook, a magnet and a T-shirt and conducted a market test to make the products attractive to the targets.

Project 3 was making a tourist map of the community especially the museum to draw more tourists by making clear all the important places and the variety of attractions.



Huay Hong Khrai Royal Development Study Center



The Center served as a place for study, experimentation, research and development following the King’s initiative in water resources, forest, soil and agricultural systems as well as water basin ecological system aimed at the people’s sufficiency living. However, several of the quality research projects of the center had now yet been well publicized among the general public and the knowledge was a great deal neglected.

The students’ project named “The NINE Goat Milk” was set up to introduce the center to a broader range of people through one of the center’s products, odor-free goat milk. Students helped expand marketing channels for the product to increase the number of customers. The center was made known through the information about goat milk and the center in the label attached to milk bottles.

Queen Sirikit Botanic Garden

The botanical garden was established as a study center for research and dissemination of botanical knowledge. It is divided into several zones according to the kinds of plants the zone represented, such as cacti, orchids, glass house (greenhouse) plants, and especially an organic garden where the students helped make it well-known among groups of visitors by making a video presentation for this particular zone with attractive cartoon characters and a mascot as well as signs introducing the concept.



GRADUATE COURSES

MBA and Executive MBA Strategy for Superior Organizational Success

The course aims for excellent achievement of the MBA and Executive MBA programs with emphasis on community problem solving projects.

The most current issue is that of smoke in Mae Cham District of Chiang Mai Province where farmers grow a large amount of corn for animal feed. After the harvest and for the next planting round, they have to burn the old stalks causing pollution in the city of Chiang Mai affecting its economy, society, politics and culture. Based on the Action Learning approach, the problems are used for the students to find strategies to solve the problems, how to find other alternative sources of income to reduce the corn planting and the smoke problems to secure the people's sustainable wellness.



Topographically, Mae Chaem is unique and can be promoted for cultural tourism, so the students came up with a business plan for social enterprise in the community to promote local food, lodging and products to solve and improve the economic, social, political and cultural aspects of the area and to permit participation from the local people to strengthen all aspects of their lives. There were 8 types of business projects organized by the students: “Green Food and Good Marketing,” “Cozy Homestay” (making use of local talent and content), “Do Good for the Forest,” “Mae Chaem Textiles,” “Green Lanna Tourism,” “Forest Bathing: Shinrin-yoku,” and “Himalayan Onsen”. All of the projects highlight local uniqueness and identity. The projects were presented in class in which some representatives of the government and the people from Mae Chaem attended.

M. Acc Seminar in Accounting

Sustainability report is one of the topics taught in this course. Students were given the assignment to prepare sustainability reports for listed companies. For each company, sustainability issue was analyzed. Students then prepared the report suggesting a plan to deal with such issue in order to secure the investors' confidence. The report also included impact on the business and investors as a result of the execution of such plan.

The topic of sustainability risk is mentioned in this course. The topic emphasizes the importance of non-financial risk, other than financial risk, in running business nowadays. The non-financial risk includes risks from climate change, social impact and governance which can affect the financial performance and investment decisions



FACULTY STAFF DEVELOPMENT

FBA continually encourages the faculty staffs to enhance their knowledge and skills relevant to social responsibility and sustainability by providing support to attend seminars and training as follows:

- [What works 2017: Advancing social progress in a time of uncertainty](#), Iceland
- [Sustainable Development in Higher Education Responsible Management](#), Hong Kong, China
- [Global Leadership Program](#), South Korea
- [Social Enterprise](#), UK
- [The Futures We Want: Global Sociology and the Struggles for a Better World](#), Austria
- [18th International Conference on Corporate Social Responsibility and Sustainable Development](#), Switzerland
- [Greed and Clean Campus](#), Singapore
- [Social Marketing](#), Thailand
- [Sustainable Brand](#), Thailand
- [Social Entrepreneurship in University](#), Thailand
- [Climate Change: The Key Trends in Capital Market Risk and Opportunities](#), Thailand
- [Socially-engaged Scholarship for Academics](#), Thailand
- [Unlocking Corporate Value through Sustainability Reporting](#), Thailand





STUDENT-COMMUNITY ENGAGEMENT PROJECTS

EXTRACURRICULAR ACTIVITIES



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Classroom study is not enough for students to cope with the outside world life and business pursuit and FBA is well aware of the significance of extracurricular activities to ensure that the graduates will be good members of the society who are socially conscious. Therefore, some extracurricular activities were arranged to enhance their skills. The activities were organized by FBA and Student Union as follows:

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Chinnasatsamathi (Self-conquest meditation)



“Chinnasatsamathi (Self-conquest meditation) held on January 13, 2016 by the Student Development Unit. It was a simple meditation to improve one’s duty conduct and develop a strong mind to reject all kinds of temptations and evil deeds.

Love Blanket for Forest

“Love Blanket for Forest” held on February 13-14, 2016 by the Executive MBA Alumni Club with the cooperation of First Royal Factory of Fang Museum. They organized a rally to offer useful items such as toys for children and medicine to 150 households of Lahu Highland People. The activity was held at the Highland Community Education Management Center in Fang District, Chiang Mai Province. Eye examinations and eyeglass prescription and distribution were also given.



Temple of Happiness



“Temple of Happiness” was an activity supported by the Health Promotion Fund and the Thailand-Japan Technological Promotion Association to set up a model to use a temple to create happiness for the society by applying the “5 SORs” Concept, in particular, SOR 3: Cleanliness and SOR 5: Discipline.

AccBA: Weir for Wild 59

“AccBA: Weir for Wild 59” by the Student Development Unit and the Student Union with the Suthep-Pui National Park held on September 11, 2016 where new students from graduate programs built check dams to ease the water shortage in the dry season. The activity aimed at boosting social responsibility and environmental conservation for sustainability and unity among students and instructors.



Blood donation activity



Blood donation activity by FBA and Sriphat Medical Center, Faculty of Medicine, Chiang Mai University, on the Queen's Birthday to show loyalty to H. M. the Queen and to do good for the society and local community.

On May 2, 2016, representatives of FBA were granted an audience with HRH Princess Sirindhorn and were granted a Red Cross certificate for 5 years' blood donation, a total of approximately 1,000 units.

Sampao Noi Smile



“Sampao Noi Smile” voluntary camp by the Student Development Unit on December 15-21, 2015 at the “Mae Fa Luang” Tribal Community Learning Center at Ban Doi Luang, Doi Tao District consisting of 1) renovation of a library building and book donation as well as teaching and learning equipment, 2) check-dam building and 3) donation of clothing for the cold season for villagers. These activities boosted the students' unity and involvement in local development based on the King's philosophy of “Sufficiency Economy” and made them well-rounded in knowledge and ethics and encouraged them to work for the good of the general public rather than for themselves.

Academic contest related to sustainability by participating

Academic contest related to sustainability by participating in “The Global Student Entrepreneur Awards (GSEA)” sponsored by The Entrepreneur Organization (EO Thailand) held on February 17, 2016. The contest aimed to find new entrepreneurs at the undergraduate level and to encourage them to be creative, successful and responsible to society. Students from FBA formed a team called “MH Fusion” with the project called “Artificial Saliva-Mouth Me” and it was granted the first prize nationwide to represent Thailand for the regional competition in Hong Kong.



Sustainable AccBA Day



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Sustainable AccBA Day was held for the first time on July 26, 2017, the first day all new students and parents on campus. The event included “Social Activities” Talk and exhibition booths showing 2nd - 4th year students’ projects related to social responsibility and sustainability.

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SIP REPORT 2017, FBA

The event began with “Social Activities” Talk by three panelists:

- Mr. Charkrit Direkwattanachai, Head of External Communications and Sustainability, Tesco Lotus, on the topic “Tesco Lotus and Sustainable Social Development”
- Mr. Phubet Muangmoon, Director of Nong Hoi Royal Project Development Center on the topic “The Royal Projects and Sustainable Social Development”.
- Asst. Prof. Dr. Khemakorn Chaiprasit, Associate Dean for Student Development Affairs, FBA, on the topic “Charoen Prathet Garden”.

Students and parents then were led to visit 8 exhibition booths of students’ work related to social responsibility and sustainability:



The aim of the event is to signal and set expectations to new students for their social responsibility role over 4 years as FBA students and in their future





CO-HOSTING EVENTS

The Faculty of Business Administration hosted several events to support sustainability as follows:



FORUM “WOMAN ENTREPRENEURSHIP EMPOWERMENT: WHAT ARE WE MISSING?”

FBA coordinated with the US Consulate in Chiang Mai and the network organizations and organized a forum on “Woman Entrepreneurship Empowerment: What are we missing?” on November 6, 2016 during the Global Entrepreneurship Week 2016 – Chiang Mai to celebrate the 6th Global Entrepreneurship Week for economic cooperation US-Thailand to encourage the young people to be interested in entrepreneurship.



FORUM ON “SOCIAL ENTERPRISE: EFFORTS OF THE PRIVATE SECTOR AND SUPPORT OF THE GOVERNMENT”

The faculty co-organized a forum on “Social Enterprise: Efforts of the Private Sector and Support of the Government” on November 20, 2016 dealing with the Social Enterprise Act and case studies of Thai social enterprises. The forum also involved the talk on the topic “Social Enterprise: Mechanism for Sustainable Development of Chiang Mai” with attended by representatives from the Chiang Mai Chamber of Commerce and other groups of social enterprises in Chiang Mai.



“2016 SOCIAL INNOVATION IDEA AND VENTURE BUSINESS PLAN COMPETITION”

FBA and Handong Global University, South Korea, hosted the “2016 Social Innovation Idea and Venture Business Plan Competition” on December 26, 2016 to promote social innovation in developing countries and to fund sustainable solutions for social and environmental problems. There were 6 teams from six countries: Thailand, Nepal, South Korea, Cambodia and Mongolia.



SEMINAR AND WORKSHOP ON “SOCIAL PROGRESS INDEX TRAINING: FROM INDEX TO ACTION”



FBA cooperated with the Siam Technology College to hold a seminar and workshop on “Social Progress Index Training: From Index to Action” from June 12-15, 2016 to introduce the Social Progress Index (SPI), a measure for Social Progress Performance related to Sustainable Development Goals (SDGs).

Representatives from the Social Progress Imperative were guest speakers. Attendants comprised of representatives from The Stock Exchange of Thailand, Office of the National Economic and Social Development Board and academicians from various universities.



RESEARCH & BOOK

PUBLICATIONS



From July 2016 – June 2017:

The following are books and articles published by the faculty staff:

Consumer ethics among young consumers in developing countries: A cross national study

Warat Winit (co-author),
Social Responsibility Journal, 2015

Does board gender diversity affect firm performance? Empirical evidence from Thailand

Ravi Lonkani, Pitima Dissakulnaetiwit, and Kemakorn Chaiprasit
International Journal of Applied Business and Economic Research, 2017

A success case of Implementing Sufficiency Economy Concept: Funeral expenses reduction project

Pichayalak Pichayakul,
Suranaree Journal of Social Science, 2015

Factors Affecting Tourist Experience of Eco, Culture, And Wellness Tourism in The Upper Northern Provincial Cluster 1 of Thailand: Chiang Mai, Lamphun, Lampang, Mae Hong Son

Tanya Promburom, and Narumon Kimpakorn,
Journal of Thai Hospitality and Tourism, 2015

Levels of Corporate-Stakeholders Relationship Quality in Thai Sustainable SMEs

Warat Winit,
Journal of Business Administration, 2016

Philosophy of Sufficiency Economy and business sustainability: A Framework for operational implications

Siriwut Buranapin (first author)
Journal of Business and Business and Behavioral Sciences, 2015



THESIS AND INDEPENDENT STUDY



From July 2015 – June 2017: Topics of Theses and Independent Studies can reflect the interest in issues of social responsibility and sustainability as follows:

Dissertation Topics from a doctoral degree

Effects of Mindful Consumption Training Program on Impulse Buying

The Influence of Social Identity, Social Media Presentation Formats and Brand Credibility on Green Product Choice

Relationship Between Active-Stage Mindfulness and Learning Agility

Independent study from Master's Degrees

Quality of Work Life

Quality of Work Life of Interns, Maharaj Nakorn Chiang Mai Hospital	MBA
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Quality of Work Life of Tour Guides in Chiang Mai Province	MBA
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Quality of Work Life of Nurses at Intensive Care Units and Sub-Intensive Care Units in Chiang Rai Prachanukroh Hospital	MBA
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Quality of Work Life of Employees of Krung Thai Bank Public Company Limited, Phayao Regional Office	MBA
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Expectation of Generation Y Employees in Mueang Chiang Mai District Towards Quality of Work Life	MBA
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Work-Life Balance of Generation Y in Mueang Chiang Mai District	MBA
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Quality of Work Life of Medical Sales Representatives in the Northern Region of Thailand	Executive MBA
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Happiness at Work of Front of the House Employees at Hotels in Chiang Mai Province	MBA
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Happiness at Work of Health Care Staff at Hod Hospital, Chiang Mai Province	MBA
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Happiness at Work of Employees at Provincial Electricity Authority, Phitsanulok Province	MBA
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Happiness at Work of Employees at Nithi Foods Company Limited	Executive MBA
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Happiness at Work of Physicians in Lamphun Hospital	Executive MBA
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Job Satisfaction of Generation Y Employees at Mae Moh Power Plant, Lampang Province	MBA
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Job Motivating Factors of Sales Managers in Large Multinational Pharmaceutical Companies in Thailand	Executive MBA
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Assessment of Learning Organization of Post Offices in Chiang Mai Province

MBA

Corporate Social Responsibility

Perception of Customers in Mueang Chiang Rai District Towards Corporate Social Responsibility Activities of Krung Thai Bank Public Company Limited

MBA

Relationship Between Corporate Social Responsibility Disclosure and Firm Performance of Listed Companies in The Stock Exchange of Thailand

M. ACC

Social and Environmental Disclosures of Thai State-owned Enterprises

M. ACC

Relationship Between Corporate Social Responsibility Disclosure and Stock Value of Companies Listed on The Stock Exchange of Thailand

M. ACC

Relationship Between Corporate Brand Valuation and Corporate Social Responsibility Disclosure of Companies Listed on The Stock Exchange of Thailand

M. ACC

The Relationship Between Disclosure of Social and Environmental Responsibility and Stock Price of Companies Listed in Market for Alternative Investment

M. ACC

Environmentally Friendly Product

Behavior of Consumers in Mueang Chiang Mai District Towards Purchasing of Environmental in Environmentally Friendly Packaging

MBA

Marketing Mix Affecting Women Consumers in Mueang Chiang Mai District Towards Purchasing Environmental-Friendly Cosmetics

MBA
(Marketing)

Comparing Behaviors of Consumers with and without Children in Mueang Chiang Mai District Toward Purchasing Environmental-Friendly Processed Foods

MBA
(Marketing)

Factors Affecting Consumers in Mueang Chiang Mai District Towards Purchase of Pesticide Free Vegetables

MBA

A Feasibility Study on the Investment in Growing Pesticide Strawberries in Chiang Rai Province

MBA

Behavior of Consumers Towards Buying Organic Agricultural Products in Chiang Mai Province

MBA

Factors Affecting Demand of Coffee Shop Owners in Mueang Chiang Mai District Towards Buying Organic Coffee Beans

MBA
(Marketing)

Satisfaction of Consumers in Amphoe Mueang Chiang Mai Towards Marketing Mix5 of Gasohol E8

MBA
(Marketing)

Selling Behavior of Recyclable Object Traders in Mueang Chiang Mai District

MBA
(Marketing)

Investment Analysis of Photovoltaic Rooftop Systems for Residences in Northern Thailand

Executive
MBA

Environmental Measures

Perception of People in Mae Mo District, Lampang Province Towards Operations of Environmental Mitigation Measures of Electricity Generating Authority of Thailand, Mae Moh Mine	MBA
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Sustainable Consumption

Behavior According to Sustainable Consumption Concept of Working-Age People in Mueang Chiang Mai District Towards Selecting Gas Station Services	MBA (Marketing)
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Behavior According to Sustainable Consumption Concept of Working-Age People in Fang District, Chiang Mai Province Towards Purchasing Motorcycles	MBA (Marketing)
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Behavior According to Sustainable Consumption Concept of People in Mueang Chiang Mai Towards Consuming Western-Style Fast Food	MBA (Marketing)
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Behavior According to Sustainable Consumption Concept of Consumers in Mueang Chiang Mai District Toward Purchasing Home Furniture	MBA (Marketing)
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Market Segmentation for Sustainable Conscious Consumers in Mueang Chiang Mai District	MBA (Marketing)
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Behavior According to Sustainable Consumption Concept of Working-Age People in Mueang Phayao District Towards Buying Personal Cars	MBA (Marketing)
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Behavior According to Sustainable Consumption Concept of People in Mueang Chiang Mai District Towards Purchasing Bicycles	MBA (Marketing)
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Behavior According to Sustainable Consumption Concept of Working-Age Women in Mueang Chiang Mai District Towards Purchasing Local Ready-Made Clothes	MBA (Marketing)
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Behavior According to Sustainable Consumption Concept of Small and Medium Entrepreneurs in Mueang Chiang Mai Towards Using Domestic Parcels Delivery Services	MBA (Marketing)
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Behavior According to Sustainable Consumption Concept of Farmers in Uttaradit Province Towards Purchasing Agricultural Vehicles	MBA (Marketing)
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Travelling Behavior According to Sustainable Consumption Concept of Thai Tourists in Lipe Island, Satun Province	MBA (Marketing)
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Corporate Governance

Relationship Between Corporate Governance and Pricing of Initial Public Offering in The Stock Exchange of Thailand	M.S. (Finance)
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Relationship Between Corporate Governance and Stock Value of Listed Companies in The Stock Exchange of Thailand	M. ACC
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Relationship Between Corporate Governance and Executive Compensation of Companies Listed on The Stock Exchange of Thailand	M. ACC
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Comparison of Earnings Quality of Listed Companies Evaluated in Corporate Governance by Thai Institute of Directors Association	M. ACC
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Ethics

Attitudes Towards Business Ethics of Undergraduate Students of
Faculty of Business Administration, Chiang Mai University

MBA

Anti-corruption

Operation Disclosure of Firms Participating in Private Sector Collective Action
Coalition Against Corruption

M. ACC

Problems of Accounting Practices Following Notification of The National Anti-Corruption
Commission of the Contract Parties of Local Administrative Organization
in the Lower Northern Region

M. ACC

Social Impact Assessment

Social Impact Assessment of The First Royal Factory Museum (Fang)
at Ban Yang Village, Fang District, Chiang Mai Province

Executive
MBA

Social Enterprise

Scale Development for Measuring Consumer Perceived Value Towards
Products and Services of Social Enterprises

MBA
(Marketing)

Supply Chain Costs of Products from Nong Hoi Royal Project Development Center

M. ACC

Philosophy of Sufficiency Economy

Evaluation of Household Bookkeeping According to Philosophy of Sufficiency Economy
of Students in Royal Project Development Centers in Upper North Area

M. ACC

BOOK



FBA has launched a book entitled Social Innovation on the occasion of its 50th Anniversary. The book cited examples of people and business that represent the wisdom of goodness that brings sustainability and sustainable development according to the philosophy of Sufficiency Economy from the four perspectives of Accounting, Finance and Banking, Marketing and Management.

The book is the result of cooperation of FBA members from four departments who were engaged with those people and business in doing research, and conducting training and academic service. The book shows how firmly FBA has engaged with stakeholders who are an intellectual treasure. The ongoing relationship with stakeholders has resulted in innovative development of the teaching and learning.

The publication of the book Social Innovation is part of the commitment stated in the 2015 report.

ASSESSMENT OF PROGRESS ON 2015 COMMITMENT

FBA has committed in 2015 SIP for two initiatives to be executed during 2015-2016. All two initiatives were successfully implemented. The details are as follows:

2015 COMMITMENTS	STATUS	PERFORMANCE
Launching a pocketbook related to social innovation	Achieved	In 2016, FBA has launched a pocket book, Social Innovation , to celebrate the 50th anniversary of the FBA. This book was a result of cooperation of the four departments of FBA, Finance and Banking, Accounting, Management, and Marketing.
New courses in corporate social responsibility and sustainability	Achieved	Two courses were successfully launched: Accounting for Climate Change and Sustainability was launched as an elective for Bachelor in Accounting program. Meditation for Business Leaders was launched as an elective for Bachelor in Business Administration program

FUTURE PROGRESS

Improvement of the courses through activities

The Faculty of Business Administration has the plan to improve its courses based on the concept of Learning through Activities according to the Learning Goal 2 of its Commitment to provide graduates who are socially responsible. Currently several courses are suitable for students to participate in various activities aimed at encouraging social responsibility, sustainability, ethics and integrity. The Faculty hopes to extend the impacts of the activities to be more sustainable and to allow students to have more roles in the engagement.

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