

The 3rd

SHARING INFORMATION ON PROGRESS (2019)

UN PRME



CMU **AccBA**
BUSINESS SCHOOL

Faculty of Business Administration, Chiang Mai University

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UN PRME

SHARING INFORMATION ON PROGRESS (SIP) 2019



TABLE OF CONTENTS

INTRODUCTION FROM THE DEAN	1
INTRODUCTION TO THE FACULTY OF BUSINESS ADMINISTRATION	2
THE PRINCIPLES OF RESPONSIBLE MANAGEMENT EDUCATION	5
SECTION 1: EDUCATION	6
SECTION 2: STUDENT INVOLVEMENT PROJECTS AND ACTIVITIES	15
SECTION 3: RESEARCH	28
ASSESSMENT OF PROGRESS ON 2017 COMMITMENT	36
FUTURE PROGRESS	36

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 third 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

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.

(FBA)

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 continuous internal 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.

”

FACTS AND FIGURES

Programs and Students

Bachelor's Degree	Bachelor degree in Accounting	605
	Bachelor degree in Business Administration	875
	Bachelor degree in Hospitality	44
	First year students (All majors)	560
Total		2,084

Master's Degree	Master in Accountancy	58
	Master of Business Administration	280
	Master of Business Administration for Executives	140
	Master of Business Administration for CMU Administrative	7
	Master of Business Administration - Marketing	127
	Master of Science in Finance	95
Total		707

Doctoral Degree	Doctor of Philosophy Program in Business Administration	9
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Total	2,800
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Personnel

Instructors	51
Supporting Staffs	58

Total	109
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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



COURSE DEVELOPMENT

Related to social responsibility, sustainability and ethics

Bachelor courses

Learning through activities I (706101)

2017 Objective To demonstrate our commitment to the 2017 SIP report, FBA has improved Learning Through Activities course (706100) by embedding social responsibility and sustainability concepts. FBA has created Learning Through Activities I (706101) as a substitute for the Learning Through Activities course (706100). All activities relating to social responsibility and sustainability have been organized systematically and effectively.

During this course, students are required to undertake social work projects and activities for 60 hours, covering 5 semesters. The sixty hours are divided into two parts:

Part I Long-term social work projects: 30 hours

Students are randomly divided into teams with an advisor being assigned to each team. Each team is then required to do a long-term social work project for the community for at least 30 hours; covering five semesters. The project starts from Year 1 and ends Year 4. Other than promoting social responsibility and sustainability concept to our students, executing long-term projects would also help improve students' project management and teamwork skills. The structure to execute long-term social work projects are shown below:

**Year 1
Semester 2**

Find a community and study for community problems

**Year 2
Semester 1**

- Plan for the social work project and consult with the community leaders
- Submit a proposal for an approval from the Student Development Unit

**Year 2
Semester 2**

Execute the project and report to the Student Development Unit every 3 months

**Year 3
Semester 1**

Continue working on the project until it finishes

**Year 3
Semester 2**

Present the project to committee from the Student Development Unit, advisors and representatives from the communities

Part II Social work activities: 30 hours

Students are required to attend social work activities organized by the Student Development Unit for at least 30 hours. Activities are varied but include developing some abandoned areas and cleaning public areas (in Chiang Mai).

Students have five semesters to work on their long-term projects and attend thirty-hour activities. In Year 4, students will register for the course and get grades (S/U grade).

Accounting Project for Community Sustainability (701458) and Seminar in Accounting (701496)

The Seminar in Accounting course is for 4th year students majoring in accounting. This course has been changed to reflect more on social responsibility and sustainability. Previously, under this course, the assignment required students to work on accounting-based projects such as creating business plans and designing accounting systems for business. However, from 2017, members of the Accounting Department agreed to change the assignments by integrating aspects of social responsibility. The new assignment required students to help solve community problems using their accounting-based knowledge.



Following the previous model used by the Management and Entrepreneurship Department for students participating in Management major, the Accounting Department offered the Seminar in Accounting course (701496) to another preceding course; Accounting Project for Community Sustainability (701458), which gave students a longer time span to work on projects (almost 1 year). The method of learning was also changed from project-based to action learning. Under the Accounting Project for Community Sustainability course (701458), the teams were required to submit community development proposals. Students went to local communities and reviewed community problems which could be solved using their accounting-based knowledge. At the end of this course, each team came up with the proposal for a community development project which would help solve community problems with the emphasis on community engagement and sustainability



Under the Seminar in Accounting course (701496), all projects were executed. Students worked with the communities to solve problems. At the end of the course, students had to present to what degree the community problems were solved and how they had improved community sustainability.

In the latest academic year, 2018, from approximately 200 students majoring in Accounting, over 20 projects were executed. Students worked alongside various kinds of communities, businesses, foundations, and community enterprises to solve community problems and improve communities. Students learned how to make use of their accounting knowledge in real life situations and learned about sustainability.

Business Quality Management (703441)

As FBA realizes that continuous improvement is one of the key drivers for sustainability, we foster continuous improvement concepts to our students through Quality Control Circle (QCC) activities. This is administered within the Business Quality Management course (703441) which uses action learning as a method for learning.



Students were divided into groups. Each group found a problem at different divisions at FBA. Students worked with divisional staff to solve the problems using QCC techniques. For the last two academic years (2017 and 2018), there were 14 groups of students working with several divisions such as Educational Services, Student Development, General Administration, Finance & Procurement, and finally, the Research, Community Service & Foreign Relation division. Each year, FBA awarded three groups which received the first three highest scores.



For the academic year 2017, the first award went to the group of students who worked with the Research, Community Service & Foreign Relation division. Their project helped improve the completeness of intellectual contribution (IC) information informed by FBA faculties. This project also won the first award at CMU-KM day 2017 (which was arranged by the university).

For the academic year 2018, the first award went to the group of students and faculty staff from the Educational Services division. They helped increase the rate of using SPEEX software (the software for English learning) among students.

Strategy for Superior Organizational Success (703791)

This course is mandatory for MBA and Executive MBA students. The assignment under this course effectively integrates responsible management concepts into business practice. With action learning as a means of teaching, students were divided into teams and each team was assigned to start a business and sell a product. The product was specified to be 'a gift set', used as a gift under special occasions or to be used as an amenity provided for flights

The business had to meet the following conditions:

- The business founded must be in the form of social enterprise with the aim to reduce market or social failure.
- The product has to be from a community enterprise, social enterprise, or non-profit organization.
- The product must be the result of creating, promoting and improving business networks. It must not merely be a bundle of several products in a new packaging from any supplier.
- The business must include the process that helps improve the quality or adds value to existing products, such as improving packaging and technology transfer.

The projects were evaluated based on the following criteria:

- Business model (e.g. feasibility, uniqueness, consistency, applying technology, innovation, and local wisdom to add value to the business).
- Economic impact (e.g. adding more value to the products, increasing income to suppliers).
- Social impact (e.g. the business can solve social problems and turn it into the value of the business).
- Environmental Impact (e.g. all business processes throughout the value chain are environmentally friendly).

* Students should use "UN Sustainable Development Goals" as a guideline in considering social impact and environmental impact.

This project incubates entrepreneurship skills and embeds social consciousness into our students. We believe these key attributes will enhance conscious awareness, help produce future entrepreneurs, and support sustainable business innovations.



LEARNING DASHBOARD

Since FBA has adopted Assurance of Learning (AoL) system in 2015, FBA has developed and improved many supporting tools to facilitate all curriculums to work towards the achievement of all learning goals. One of the most important tools is the Learning dashboard web application. This application is used as a platform to provide learning goal information to all FBA faculties. It is also used as a platform for faculties whose courses are responsible for inputting the learning goal which in turn provides an evaluation of the results.

At the end of each semester, all learning goal evaluation results are entered into the application. The results are then summarized and shown on the dashboard. This information is beneficial to all curriculums as it visually represents the bigger picture of each learning goal.

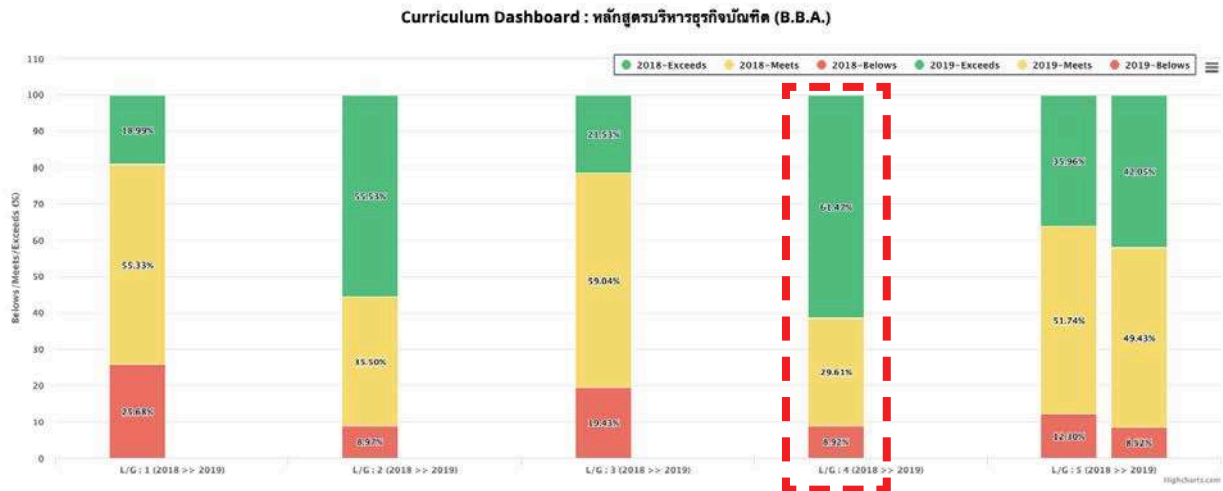
At FBA, the following two learning goals concerning social responsibility and sustainability were set and designated to various courses under each curriculum:

- (a) Graduates are able to identify ethical issues in business contexts and can make appropriate ethical choices.
- (b) Graduates are able to identify social problems in a business context and can make appropriate solutions to social problems.

Every semester, each curriculum can see from the dashboard the evaluation results of both learning goals. The following is an example of one curriculum dashboard. Both learning goals are included in Learning Goal 4 as 4(a) and 4(b). See the introduction video of our learner success system from <http://www.ba.cmu.ac.th/wp-content/uploads/2019/12/learnersuccesssystem.mp4>



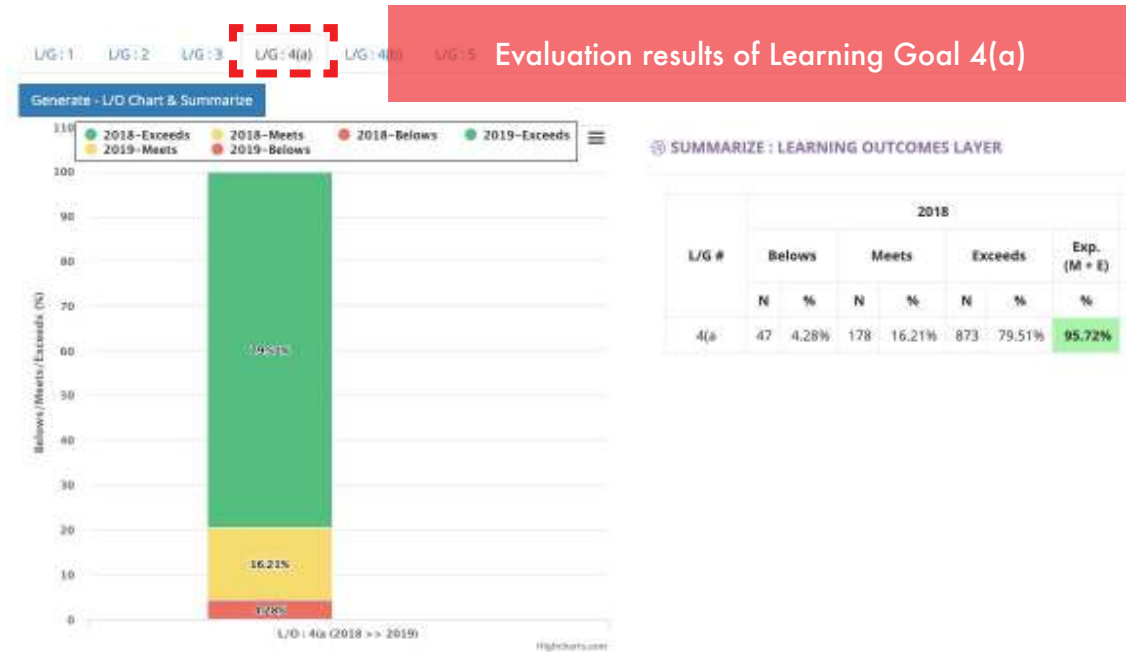
Evaluation results of Learning Goal 4 in percentage of students classified in Belows, Meets and Exceeds Expectation group



Evaluation results of Learning Goal 4 by amount and percentage of student classified in Belows, Meets and Exceeds expectation group. Sum of percentages of Meets and Exceeds group is also highlighted

L/G #	2018						
	Belows		Meets		Exceeds		Exp. (M + E)
	N	%	N	%	N	%	%
1	826	25.68%	1780	55.33%	611	18.99%	74.32%
2	120	8.97%	475	35.5%	743	55.53%	91.03%
3	287	19.43%	872	59.04%	318	21.53%	80.57%
4	163	8.92%	541	29.61%	1123	61.47%	91.08%
5	92	12.3%	387	51.74%	269	35.96%	87.70%

As Learning Goal 4 includes 4(a) and 4(b), the dashboard also shows the result of Learning Goal 4(a) and 4(b), separately.



Learning Goal 4(a) includes three learning outcomes, the dashboard also shows such outcomes and the designated courses

LEARNING OUTCOMES

L/O #	Descriptions
4(a).1	- Identify ethical problems in business related contexts.
4(a).2	- Discuss the relationship between ethical issues and business organization.
4(a).3	- Develop appropriate ethical choices.

COURSES

L/O #	Courses		Descriptions	
	2018	2019	2018	2019
4(a).1	703204	703204	Business Ethics	Business Ethics
4(a).2	703204	703204	Business Ethics	Business Ethics
4(a).3	703204	703204	Business Ethics	Business Ethics

Evaluation results of three learning outcomes of Learning Goal 4(a)





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:

- PRME Global Forum 2017, U.S.
- 5th Responsible Management Education Research Conference and 8th International Conference on Sustainability, Germany
- The 6th meeting of PRME Chapter DACH, Germany
- Global Leadership Training Program for Capacity Building and Sustainability Development, South Korea
- Volunteer Spirit Network for Sustainable Development, Japan
- Corruption in Accounting Profession and Preventions, Thailand
- Integrated reporting, Thailand





STUDENT INVOLVEMENT PROJECTS & ACTIVITIES



SUSTAINABLE AccBA DAY

Since 2017 when Sustainable AccBA Day was arranged for the first time, FBA has attached more and more importance to this event. Every year this event is arranged on the first day at FBA for bachelor students. It signals and sets expectation to all new students for their social responsibility role over the next 4 years of their studies at FBA and their working life.

The past event included a session from keynote speakers who were local business and sustainability role models.

2018

Abang Ha-Sun, the owner of HASUN SATUN DRIED SEAFOOD Facebook page

A key speaker in 2019 was a twenty-nine-year-old man called “Abang Ha-Sun” or Mr. Anurak Sanruethai. He is an online merchant selling dried seafood. He has a Facebook page, called HASUN SATUN DRIED SEAFOOD. Every night from 21.00-24.00, he broadcasts live and sells his products online. He is famous for displaying a unique selling style which is said to be very fun and unique. Recently, his live broadcast numbers have climbed above 100,000 viewers. His Facebook page has more than 400,000 “likes” and sales per night often exceed 1 million Baht.

Having grown-up in a fishery family in Satun province, Ha-Sun started his working life after high school. Before he became an online merchant, his previous job was an MC for a cable channel selling herbal medicine in Bangkok. After seeing lots of people successfully selling their products via Facebook, he decided to sell products via Facebook as well. And that was the starting point for his online merchant life.



His products include many kinds of dried seafood which are sourced from the community around his home in Satun province. In the past, villagers sold their products locally so their income was uncertain and limited due to the amount of possible customers. After HASUN SATUN DRIED SEAFOOD Facebook was created, customers came from all over the country. His fun and unique style of selling the products using Facebook live, has attracted more and more customers. Sales grew very quickly and has enhanced the quality of the lives of people in the community.

Ha-Sun now has a team consisting of 45 people, taking care of his company Facebook page and helping him broadcast live. With sales over 1 million Baht per night, Ha-Sun is very happy and proud that he could help people in his community have a better life with less debt and a higher income.

Mr. Lee Ayu Chuepa, a co-founder of Akha Ama Coffee and proprietor of the Akha Ama Café

Mr. Lee is an Akha (ethnic group). He grew up in an Akha family in Chiang Rai province and had the privilege of being the only one from his village to go to university. He felt he had to pay homage to his village by giving something back.

After he graduated, he worked with an NGO in Chiang Mai. There, he learned about community development. Mr. Lee then started to think how he could help improve his village.



After quitting his job at NGO, Mr. Lee returned back to the village. He thought about how the village could be developed sustainably. Akha people grew many kinds of agricultural crops, such as rice, vegetables, coffee and persimmon. From time to time, villagers did not earn much money from what they had produced because they were underpriced by middlemen. Mr. Lee considered how villagers could have a better life, so he chose to grow coffee! In 2010, he created “Akha Ama” coffee brand after diligently studying how to produce quality coffee and turn it into a business. He and his family decided to market the coffee by themselves to ensure they would get a good price. In addition, they changed the way they grew coffee by introducing an organically sustainable system.



Akha Ama Coffee is a social enterprise. Local farmers and villagers are business partners and are involved in all fair processes. It is well known both in the country and internationally. Among 2,500 entries, Akha Ama Coffee was selected both in year 2010 and 2011 for the World Cup Tasters Championship to be the coffee which offered unique quality, distinct taste and unique personality. Mr. Lee is very glad and proud when seeing what he has done and how it positively impacted and improved the quality of life for Akha people in his village. Moreover, it has inspired other Akha people to return back to the village and make their own coffee brands.

Both key speakers have inspired new students and made them believe that changes to his/her life can positively affect their society in regards to sustainability.

Other than the keynote speaker session, the event also included exhibition booths showing student projects which were related to social responsibility and sustainability. During the 2019 event, there were nine exhibition booths. These were as follows:

1 ▶ Quality Control Circle (QCC): Increasing Rate of FBA Students Wearing Helmets.

Developing Accounting System for the Business to Transform to a Corporate.

◀ 2

3 ▶ Calculating Cost for Prostheses Foundation of H.R.H the Princess Mother.

Financial Knowledge Management for Homeless People.

◀ 4

5 ▶ Meditation for a Better Life.

Influences of Types and Information of Biodegradable Packages Towards Consumer Perceived. Product Quality, First Impression, and Willingness to Pay.

◀ 6

7 ▶ Smart Investor.

Training for Professional Car Cleaning by A-Fast.

◀ 8

9 ▶ Go Wild for a While (Promoting Khun Mae Ruam Village to be an Eco-Tourism Destination).



SUSTAINABLE AccBA DAY 2019





EXTRACURRICULAR ACTIVITIES

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FBA realizes that classroom study alone is not an adequate method for equipping social consciousness in our students. Therefore, to ensure graduates become moral and ethical members of society, some extracurricular activities were arranged to further develop their level of social consciousness.

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Community development activities by FBA freshmen

Every year, the Student Development Unit of FBA organize community development activities for freshmen. The activities are mostly related to social works which are conducted at public areas in Chiang Mai. These activities aim to set the expectations for new students towards their social responsibilities over the next 4 years (and in their future) as FBA students.

For the latest two years, the community development activities included:

- Developing Mae Kha canal to be a place for recreation and relaxation in Chiang Mai city. The activities included both cleaning the area by doing weeding and collecting rubbish, and restoring the vicinity by planting trees, shrubs and flowers, and improving the landscape. FBA students undertake these activities frequently. Therefore, these activities were succeeded from last year's freshmen to the new freshmen. The activities will be passed onto the next generation.
- Developing Pa Lad temple which was abandoned for years to be a place for cultural tourism for both tourists and local people.
- Cleaning Chang Kong temple, U Bo Sot temple, Ton Pin temple and Som Dej Doi Noi temple.
- Cleaning the area around Wang Bua Ban waterfall (a small waterfall near CMU).
- Enhancing the general environment of FBA and the university, for example, cleaning and painting.



Sampao Noi For Love

“Sampao Noi For Love” is a project which allows students to apply their business knowledge to execute social works. Students are divided in teams. Each team does a social work project. Students have to manage the entire project by themselves, from planning, preparing, executing to evaluating. The project will help improve project management skills to students and enhance their levels of social consciousness.

For the latest two years, Sampao Noi For Love project included:

- Chiang Mai Forest Fire Control Center – Creating a firebreak.
- Chiang Mai Orphanage, Ban Don Pin School, Mae Hia Samakkee School – Doing recreation activities for children (making them fun and enjoyable).
- Pa Lad waterfall – Dredging a check dam at the waterfall so that it could hold more water.



Voluntary camp “Sampao Noi Smile”

Ban Om Rad Learning Center for Hill Tribes (Ban Om Rad school), is located in a remote area of Chiang Mai. The school only had one old building and wanted to transform it into a library. However, this option wasn't viable due to limited funds within the school's budget. So FBA students arranged a voluntary camp “Sampao Noi Smile” at the school. The students renovated the old building and transformed it into a library themselves. The students also donated books, magazines, stationery and clothes to children at the school as well as people in the community.



Children Day Of Dream

Ban Muang Luek school is a small school located in Mae Ta district, Lamphun province. This school has approximately 90 students, including children in the Child Development Center. On Children's Day, most schools arrange activities for students. However, Ban Muang Luek school does not. The school does not have a big enough budget and there is no support from the government.

FBA students went to Ban Muang Luek School on Children's Day 2019. They arranged several recreation activities for children, such as playing games, playing sports and performing shows. Although it was only one day, it was meaningful to all the children. FBA students felt tremendous gratitude and thoroughly enjoyed donating their time and effort.



Field trip to "Ban Na, Lang Ka Dang" Sufficient Agriculture Learning Center

Concerning the university policy "Crenovation Lanna", the Student Union of FBA arranged a field trip for the union committee to "Ban Na, Lang Ka Dang" Sufficient Agriculture Learning Center in Chiang Rai province. Ban Na, Lang Ka Dang belongs to a man who is recognized as a philosopher with his viewpoints towards a sufficiency economy. Students learned about the "Lanna" way of living which is sustainable and in harmony with the philosophy of a self-sufficient economy. Students also learned how to apply Lanna local wisdom to agriculture. What students learned from this field trip was applied to their studies and work, and also passed onto other students.



Smart Investor

Members of the Finance and Banking Department, together with students both in Bachelor and Master degree in Finance, arranged an academic service event called “Smart Investor”. The event aimed to educate people on investing in financial instruments under a digital economy. The event was held at the exhibition hall in a department store so it was easily accessible to lots of people. There were multiple activities such as an exhibition, video presentation, consulting desks and general fun activities.



Manage Money For Better Life

Faculty members and students from the first, second and third year of Finance and Banking Department arranged a lecture on the topic of “Manage Money For Better Life”. The motivation to arrange this project was from their concerns about a rapid increase of household debt among Thai people. Nowadays, people can easily get personal loans offered by several banks and non-financial institutions. However, a lot of people have little knowledge on financial management and have little financial discipline. This has led to a significant increase in debt.

The lecture was arranged for people in the San Tor community. This community has 320 households and most people do not have permanent jobs. There is also only one elementary school in the community. The target of the lecture included people in the community and also students. The lecture aimed to educate students and their parents on financial management in the hope it will decrease household debt.



Financial Knowledge Management For Chiang Mai Homeless

There is a network of homeless in Chiang Mai. They always gather and do a lot of activities that enhance their quality of life. Most activities, under the support from many organizations, involve promoting occupations to the homeless with the aim of enabling them to become more self-sufficient.

Members of Finance Department realizes that financial awareness and control are important aspects of life security. They conducted a project aiming to educate homeless on financial management. The project was integrated into two courses, Financial Planning and Seminar in Finance. Students majoring in Finance then played an important role in educating the homeless and assisting faculties to run the project.



Fund Investment For CMU Staff Seminar

CMU uses a provident fund as a saving scheme for most CMU staff so that when they come to retire, they have enough money saved for retirement. However, the high level of economic fluctuations nowadays have caused returns from the fund investments to fluctuate highly. CMU staff may face the difficulty of planning their own fund investments.

In July 2018, members of Finance Department arranged a seminar on the topic of Fund Investments for CMU Staff. The seminar aimed to educate staff about provident funds and how to effectively plan using fund investments.



Recreation and Social Activities by Students in Accounting Club

The Accounting Club was established by a group of third year students majoring in Accounting. The objective is to promote strong accounting knowledge and skills to students with Accounting majors. In addition, in response to the faculty policy which emphasizes on producing socially conscious students, a secondary objective is to promote activities that embed social consciousness into our students.

In October 2018, the Accounting Club arranged the first activity at one of CMU campuses in Lamphun province. The activities lasted two days. The first day was for recreation and get-to-know activities for building stronger relationships among club members. On the second day, students went to “Jam-Kee-Mod” community in Lamphun province and focused on social works for the community. This included planting trees, painting, cleaning a local school, and helping older people in the community make some handicrafts.



Love Blanket for Forest

ExMBA Club was established by an alumni from an Executive MBA program. One of the most important activities which the club arranged every year is a charity trip called “Executive Family Rally - Love Blanket For Forest”. Each trip focused on a remote area with insufficient government support. Club members donated food, clothes, medicines, stationery, sports equipment, and toys.

Continued for the eighth year, the 2019 charity trip went to Ban-Nhong-Kam Border Petrol Police School in Chiang Dao district. A group included current ExMBA students, ExMBA alumni and faculties. All items donated to the students and the school were gathered from club members. Other than building a stronger bond between the current students, alumni and faculties, this kind of event allowed everyone involved to feel the joy of giving.



Chinnasatsamathi (Self-conquest meditation)

Chinnasatsamathi (Self-conquest meditation) is a simple meditation to improve one's duty conduct. With a more empowering mindset, potential temptations and evil deeds can be rejected.

After the one-day course of Chinnasatsamathi was arranged for Bachelor students, FBA found that it led to an improvement in students' mindsets and attitude towards their education. FBA then arranged the same course for ExMBA students in both the first and second year. Students learned that meditation was applicable for everyone in their situation and was used as a positive means to strengthen willpower. With strong willpower, many students felt they could overcome their own inner demon(s).





RESEARCH



PUBLICATIONS

**From July 2017 – June 2019:
the articles published by the faculty staff are as follows:**

Responsible Cronyism In Transition: Understanding Changing Attitudes to Business Corruption in Myanmar

ANDREWS, T., NIMANANDH, K., HTUN, K. T., & KANTABUTRA, S.
Asia Pacific Business Review, 2019

Community Social Capital Linked to Rural Tourism Opportunities: the Case of a Potato Community in Northern Thailand

MORACHNICK, T.
ASEAN Journal of Management & Innovation, 2019

Effect of Corporate Governance on Relationship Between CEO Power and Cost of Debt

SUKHAHUTA, D., LONKANI, R., TANGSOMCHAI, C., & SAMPET, J.
BU Academic Review, 2018

The Moderating Effect of Corporate Governance on Relationship between CEO Power and Firm Performance

SUKHAHUTA, D., LONKANI, R., TANGSOMCHAI, C., & SAMPET, J.
WMS Journal of Management, 2019

Corporate Social Responsibility Disclosure of Companies Listed in Health Care Services Sector on The Stock Exchange of Thailand

GLAMAK, T., SAMPET, J., & INYA, P.
Journal of Graduate School, Pitchayatat, Ubon Ratchathani Rajabhat University, 2018

Habit Level of Employees at Electricity Generating Authority of Thailand Mae Moh Mine by Applying The Seven Habits of Highly Effective People Principle

SUMONSART, T., TANGSOMCHAI, C., & SANTIDHIRAKUL, O.
Panyapiwat Journal, 2018

Factors Affecting Towards Using Biodegradable Food Package Restaurants in Mueang Chiang Mai District

SUKHAWANLI, T., TANGSOMCHAI, C., & KLUNKLIN, P.
Academic Journal: Uttaradit Rajabhat University, 2018

Measuring Habit Level of Employees at Mae Moh Power Plant Electricity Generating Authority of Thailand by Applying the Seven Habits of Highly Effective People Principle

PROMTO, P., DHAMAWONGSE, N., TANGSOMCHAI, C., SIRITARM, S., WONGBOONYONG, S., & SANTIDHIRAKUL, O.
Journal of Graduate School, Pitchayatat, Ubon Ratchathani Rajabhat University, 2019

Segmenting and Profiling of Green-Consumers in Thai Generation-Y.

TANTIPRABHA, P., & MANEESONG, O.

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Journal of Community Development Research (Humanities and Social Sciences), 2017

Does Corporate Social Responsibility Disclosure Really Affect Company Image and Stock Price ? Evidence from an Emerging Market SET 100 Index.

KOSAIYAKANONT, A. (2018)

Global Economy and Finance Journal, 2018

Survey of Ethical Reasoning at Chiang Mai University Faculty of Business Administration: Support for International Ethics Education Standards

MANEESONG, O., WILHELM, W., GUNAWONG, P., SANTIDHIRAKUL, O., & RATCHUSANTI, S.

Journal of Institutional Research South East Asia, 2017

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<https://apps.ba.cmu.ac.th/portal>





INDEPENDENT STUDY

From July 2017 – June 2019,
topics of independent studies which reflect the interest in issues
of social responsibility and sustainability as follows:

Learning Organization

Evaluation of Learning Organization by Employees of the Department of Rehabilitation Medicine at Maharaj Nakorn Chiangmai Hospital, Chiang Mai Province

MBA

Learning Organization Assessment of TPK Worldwide Solutions Company Limited

Executive
MBA

Organizational Citizenship

Relationship Between Organizational Commitment and Organizational Citizenship Behavior of Staffs in Multicultural Organization, Chiang Mai International School

MBA

Relationship Between Leadership and Organizational Citizenship Behavior of Operation Officers of Electricity Generating Authority of Thailand Mae Moh Power Plant

MBA

Relationship Between Leadership and Organizational Citizenship Behavior of Bangkok Bank Employees in Chiang Mai Province

MBA

Environmentally Friendly Product

Factors Affecting Restaurants in Mueang Chiang Mai District Towards Buying Biodegradable Food Package

MBA

Marketing Mix Affecting Thai Consumers Towards Buying Organic Fertilizers

Executive
MBA

Marketing Mix Affecting Customers Towards Purchasing Environmental Friendly Brand Name Bags

MBA
(Marketing)

Influences of Types and Information of Biodegradable Packages Towards Consumer Perceived Product Quality, First Impression, and Willingness to Pay

MBA
(Marketing)

Impact of Iced Coffee Container Types Towards Perceptions of Environmental Friendliness, Quality, Trust, and Purchase Intention Among Consumers

MBA
(Marketing)

Food Safety

Attitude of Consumers in Mueang Chiang Mai District Towards Certified-Organic Marks of Agricultural Products	MBA
Marketing Mix Affecting Consumers in Mueang Chiang Mai District Towards Purchasing Clean Food	MBA
Attitude of Employees of Pepsi Cola (Thai) Trading Company Limited, Lamphun Plant Towards Food Safety System Certification 22000: 2005	Executive MBA
Behavior of Consumers in Mueang Chiang Mai District Towards Purchasing Pesticide-safe Orange	MBA (Marketing)
The Effects of Message Types for Quality Indicator of Organic Eggs on Perceived Product Quality, Trust and Purchase Intention of Customers	MBA (Marketing)
Attitudes of Organic Product Consumers in Chiang Mai Province Towards Fair Trade Products	MBA (Marketing)

Sustainable Tourism

Marketing Mix Affecting Thai Tourists Towards Health Promotion Tourism in Chiang Mai Province	MBA
Satisfaction of Thai Tourists Towards Cultural Tourism in Lamphun Province	MBA
Analysis of Need Patterns of Foreign Tourists Towards Ecotourism in Chiang Mai Province	Executive MBA
Decision Process of Foreign Tourists Towards Selecting Ecotourism Operators in Chiang Mai Province	Executive MBA
The Development of Bansuan Thanornmpat Resort Towards Green Hotel Standard	Executive MBA
Elements of Tourist Attraction Affecting Decision Making of Tourists Towards Choosing Eco- Adventure Travel Sites in Ban Mae Kampong, Mae On District, Chiang Mai Province	MBA (Marketing)



Quality of Work Life

Job Motivation Factors of Employees of Savannakhet University Laos People Democratic Republic	MBA
Motivating Factors of Operation Employees of Greenature Grains and Noodle Company Limited	Executive MBA
Job Satisfaction of Employees of Quality Ceramic Company Limited, Lampang Province	Executive MBA
Motivating Factors of Employees of S.Tengtrirat (Nan) Company Limite	Executive MBA
Quality of Work Life of Operating Employees at Ek - Chai Distribution System Company Limited in Chiang Mai Province	Executive MBA
Career Progression and Job Security of Medical Representatives of Local Pharmaceutical Companies	Executive MBA
Career Progression and Job Security of Medical Representatives in Multinational Pharmaceutical	Executive MBA
Factors Affecting Happiness of Government Savings Banks Region 8 Staff	Executive MBA
Quality of Work Life of Employees at Sriphat Medical Center, Faculty of Medicine, Chiang Mai University	MBA (Marketing)

Corporate Social Responsibility

Perceptions and Opinions of Electricity Users in the Area of Sawankhalok District, Sukhothai Province Work Hub Towards Social and Environmental Responsibility Activities of Provincial Electricity Authority	MBA
Perceptions and Opinions of Customers in Uttaradit Province Towards Social and Environmental Responsibility Activities of Government Savings Bank	MBA
Attitude of Customers in Mueang Chiang Mai District Towards Corporate Social Responsibility Programs of Central Plaza Chiang Mai Airport Shopping Center	MBA (Marketing)
Effects of Corporate Social Responsibility on Credit Ratings of Listed Firms in The Stock Exchange of Thailand	MSc. Finance
Effect of News Regarding Corporate Social Responsibility on Returns and Performances of Listed Companies in The Stock Exchange of Thailand	MSc. Finance

Corporate Governance

Relationship Between Board Characteristics and Performances of Listed Firms in Market for Alternative Investment MSc. Finance

Relationship Between Corporate Governance and Earnings Quality of Listed Companies in Stock Exchanges in ASEAN Economic Community MSc. Finance

Habits of Highly Effective People

Relationship Between Entrepreneurship and Habits of Highly Effective People of Faculty of Nursing Students, Chiang Mai University MBA

Relationship Between Entrepreneurship and Habits of Highly Effective People of Faculty of Medicine Students, Chiang Mai University MBA

Relationship Between Entrepreneurship and Habits of Highly Effective People of Faculty of Business Administration Graduate Students, Chiang Mai University MBA

Relationship Between Entrepreneurship and Habits of Highly Effective People of College of Arts, Media and Technology Students, Chiang Mai University MBA

Relationship Between Entrepreneurship and Habits of Highly Effective People of Faculty of Business Administration Undergraduate Students, Chiang Mai University MBA

Relationship Between Entrepreneurship and Habits of Highly Effective People of Faculty of Law Students, Chiang Mai University MBA

Relationship Between Entrepreneurship and Habits of Highly Effective People of Faculty of Political Science and Public Administration Students, Chiang Mai University MBA

Relationship Between Entrepreneurship and Habits of Highly Effective People of Students of Faculty II, Chiang Mai University MBA

Relationship Between Entrepreneurship and Habits of Highly Effective People of Faculty of Fine Arts Students, Chiang Mai University MBA

Relationship Between Entrepreneurship and Habits of Highly Effective People of Faculty III Students, Chiang Mai University MBA

Relationship Between Entrepreneurship and Habits of Highly Effective People of Students of Faculty I, Chiang Mai University MBA

Relationship Between Entrepreneurship and Habits of Highly Effective People of Faculty of Agriculture Students, Chiang Mai University MBA

Relationship Between Entrepreneurship and Habits of Highly Effective People of Faculty of Engineering Students, Chiang Mai University MBA

Relationship Between Entrepreneurship and Habits of Highly Effective People of Faculty of Associated Medical Sciences Students, Chiang Mai University	MBA
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Relationship Between Entrepreneurship and Habits of Highly Effective People of Faculty of Mass Communication Students, Chiang Mai University	MBA
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Relationship Between Entrepreneurship and Habits of Highly Effective People of Faculty of Science Students, Chiang Mai University	MBA
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Smart Technology

A Feasibility Study of an Investment in Indoor Vegetable Farm with Smart Farming Technology in Pong Yang Sub-District, Mae Rim District, Chiang Mai Province	MBA
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Social Impact Assessment

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

Energy Cost Estimation of Factories Using Corn Pellets in the Upper Northern Region	Executive MBA
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Cultural Capital

Consumer Attitude Towards Enhancing Value of Clothing Products by Using Cultural Capital	Executive MBA
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Sustainable Consumption

Behavior According to Sustainable Consumption Concept of Thai Working-aged Tourists Towards Selecting Accommodations in Mueang Chiang Mai District	MBA (Marketing)
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Aging Society

Needs of Pre-Retirement Aged People in Bangkok for Retirement Houses	Executive MBA
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ASSESSMENT OF PROGRESS ON 2017 COMMITMENT

2017 COMMITMENTS

Improving Learning Through Activities course (706100) to extend the impacts of activities to be more sustainable and to allow students to have more roles in the engagement

STATUS

Achieved

PERFORMANCE

Developing Learning Through Activities I (706101) in substitute of Learning Through Activities (706100) course. All activities relating to social responsibility and sustainability are well organized

Running social projects under these two courses is more systematic and gives students a longer time frame to fully participate and complete the projects.

FUTURE PROGRESS

Establish "Volunteer Club"

FBA, by Student Development Unit, has a plan to establish a "volunteer Club" to be a platform for our students to do social work activities. Other than what is required under the Learning Through Activities course (706101), FBA students will be able to do more social work activities through the club.

Developing student dashboard

At FBA, all learning goals are set in accordance with the school's mission. To achieve all learning goals, FBA identified all skills necessary to achieve such goals, such as analytical thinking skills, problem-solving skills and presentation skills. FBA has a plan to develop a tool which can track student skills individually and present the results on the dashboard. Using the dashboard, we can see which skill a particular student is lacking. This tool will help improve students' skills more efficiently as FBA can plan and promote particular skills for each student individually.



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