



SIP

2019-2021

Sharing Information on Progress

Responsible Management
REPORT 2021

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UN PRME

SHARING INFORMATION ON PROGRESS (SIP) 2019-2021



Chiang Mai University Business School

Further Information

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Letter from the Dean

Assistant Professor Dr. Khongphu Nimanandh

Our commitment to the six Principles of Management Education has been continuously channeling Chiang Mai University Business School (also known as the Faculty of Business Administration, Chiang Mai University) in fulfilling and progressing our missions. We constantly perform the principles to all the school's missions in teaching, research, student development, and academic services.

Since early-2021, we have proudly received an AACSB accreditation, making us one of 6% accredited business school in the world. The accreditation also reflects that our missions in striving to produce graduates who are morally and socially conscious are principally important, and it they roots in the school's teaching, extracurricular activities, and learning process. Following the six Principles, we therefore, continue to set evidences of:

- Producing graduates with ethics and social consciences
- Offering close-to-practice knowledge, and
- Ensuring managerial excellence through education, research, and academic services.



Our fourth SIP report allows us to reflect on our milestones in improving the community and society, through the active role of our staffs, students, and alumni. Therefore, our missions and commitment cannot be accomplished without close cooperation with them as well as the business organizations, community, and society at large.



CMUBS promises to continuously examine and explore opportunities where we can better serve our community and society.

On behalf of Chiang Mai University Business School family

About PRME

PRME or The Principles for Responsible Management Education is a global initiative supported by the United Nations. Since its establishment in 2007, PRME encourages sustainable practices in over 800 signatories worldwide with the goal to foster business and management students to understand and drive a sustainable future.

PRME's vision is "to create a global movement and drive thought leadership on responsible management education". Its mission is "to transform management education and develop the responsible decision-makers of tomorrow to advance sustainable development".

The Six Principles represents a framework for business and management education, similar to CMUBS, to develop future responsible leaders and serve societal needs.

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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 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 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 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 3 Method



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

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.



- Setting up additional green spaces and facilities
- Offering more working spaces for students and staffs
- Installing Covid-19 screening and defending system in all spaces
- Offering Covid-19 screening and defending welfares to all staffs
- Integrating teaching with academic services to communities
- Continuing long-term social work project
- Integrating teaching with organizational improvement
- Grooming future business leaders with morality
- Implementing action-learning courses for business sustainability
- Enhancing student and staff learning dashboard system
- Staffs conducting academic services projects on sustainable development
- Initiating social responsibility projects for medical staffs battling with Covid-19
- Continuing extracurricular activities related to social responsibility
- Conducting student volunteer club projects
- Continuing publications and independent studies on social responsibility and sustainability

CMUBS at a Glance

Chiang Mai University Business School

Founded: December 19, 1982

Employees: 61 teaching faculty
58 professional staffs

Students: 2,747 (2021)

Undergraduate Programs: 3
(Accountancy,
Business Administration with 3 concentrations
Business Administration in Service Business Management)

Graduate Programs:
6 (5 master's degree, 1 doctoral degree in 4 concentrations)

Research and Training Programs:
MIC (Management Innovation Center)

Career Development Support:
CSC (Career Success Center)

Accreditation & Membership:
AACSB (since 2021),
AAPBS (since 2016),
PRME (since 2013)

Collaboration and Partnerships: 357





Strategy and CMUBS Practices





Vision

“The Business School of Pride”



Mission Statement

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

It is not only providing business education of high-quality, but also developing and disseminating valuable, close-to-practice knowledge through research, teaching, and academic services with ethics and social responsibility.



Core Values

With the mission, CMUBS strongly determines to create and deliver the three core values:

Value 1: Graduates with ethics and social conscience

Value 2: Close-to-practice knowledge

Value 3: Managerial excellence

To accomplish the Mission and Core Values, CMUBS operates with goals to be:

1. Co-creators of knowledge with other arts and sciences to promote ecosystem for new ventures, develop management insights, and find solutions to social problems.

2. Catalysts for Innovation in collaboration with entrepreneurs and relevant organizations to voice the need of users and be prime examples of management innovation.

3. Hubs of Lifelong Learning by transforming from ‘teaching house’ to ‘learning laboratory’ to improve intellectual foundation of learners, develop teaching and counseling skills of faculty, and be excellence in competency assessment.

4. Enablers of Sustainable Prosperity through active social engagement to better access to basic needs, healthier environment, stronger community, higher work meaningfulness and greater life fulfillment.



CMUBS

Engagement, Innovation, and Impacts (EII)

CMUBS defines its continuous improvement actions as Engagement, Innovation, and Impact (EII). Since June 2019, EII Committee agreed to capture the school's EII activities through teaching and learning methods, research and scholarly activities, and services as following:

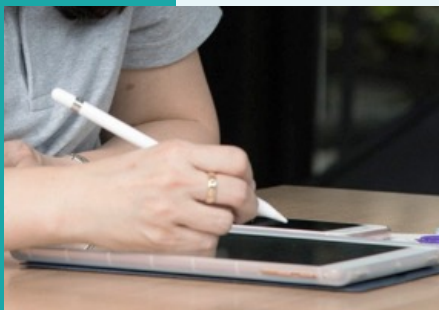


Engagement

addresses the importance of active engagement (academic and professional) in the process and activities among key participants.

Innovation

is described as finding creative ways to establish value for academia, students, organizations, and community. It could incorporate the importance of integrated thinking and integrated activities in support of innovation.



Impact

refers to the influence or effect from engagement and innovation, consisting of:

- **ICs Impact** or the contribution and beneficial consequences of the scholarly and creative activities that makes to affect academic community.
- **Teaching Impact** or the contribution of teaching practices for academic performance and career success of graduates.
- **Societal Impact** or the effect of activities that drive positive changes on the social fabric of the community as well as well-being of the individuals and the effect of appropriate business and management practices that yields tangible and intangible benefits to public and private agencies.



Strategy Overview

Pursuing the Mission and Core Values, CMUBS has placed PRME's purpose and its six principles as our foundation, shaping all policies and activities of the school since 2013.



■ Human Resources

■ Information System

■ Physical and Environment

■ Finance

■ Operation and Integration

Value 1: *Graduates with ethics and social conscience*



■ Teaching

■ Student development

Engagement

Value 2: *Close-to-practice knowledge*



■ Teaching

■ Student development



■ Research

■ Academic services

Innovation

Value 3: *Managerial excellence*

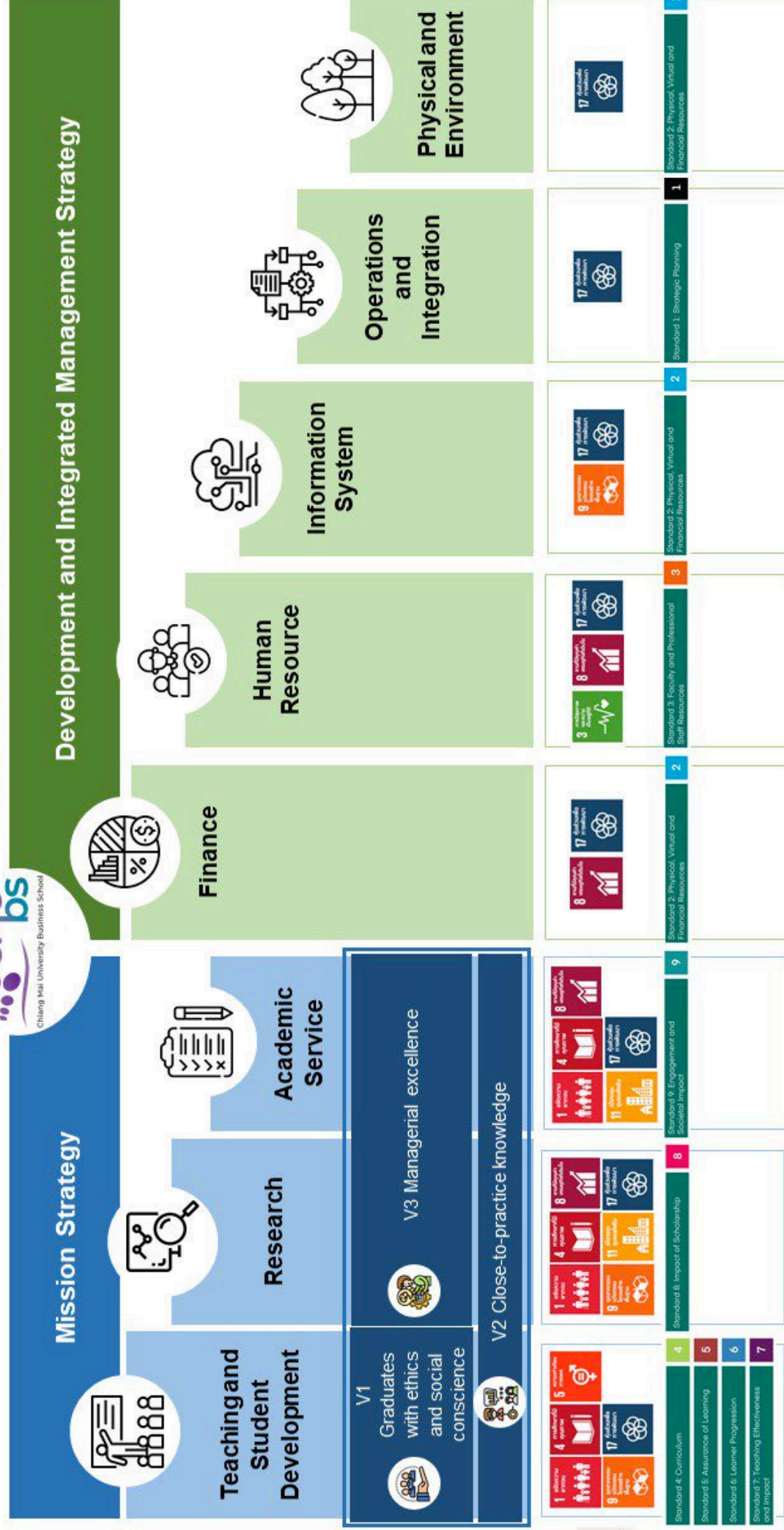


■ Research

■ Academic services



Impact



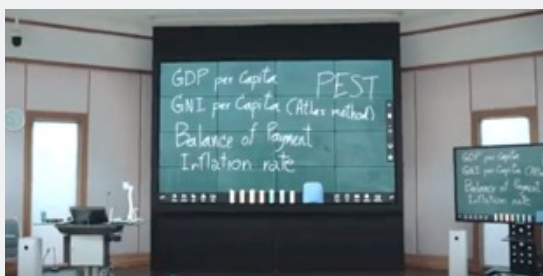
CMUBS Practices

Environmental sustainability during 2019-2021



Faculty Space Greening:

- Installing vertical gardens to faculty building
- Improving and repairing the physical environment to be eco-friendly, adequate, and safe for staff and students, such as using LED 12 W long bulbs instead of neon light bulbs, and installing a solar cell system.
- Improving the air purification system efficiency to handle the dust and smog problem occurring annually.
- Reducing 22% of water consumption.

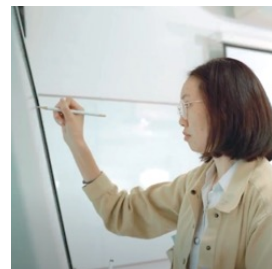
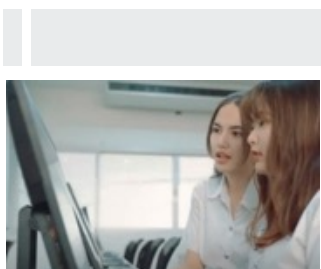


IT Greening:

- Modifying and providing tools and equipments to be eco-friendly, sufficient, and up to date, to respond to the needs of staff and students for online teaching and meeting.

Working Spaces:

- Providing additional space for students, teaching faculty, and staffs to learn and work (e.g., more co-working spaces at the library).
- Improving the security system to be more efficient and thorough.



Covid-19 Screening & Defending System:

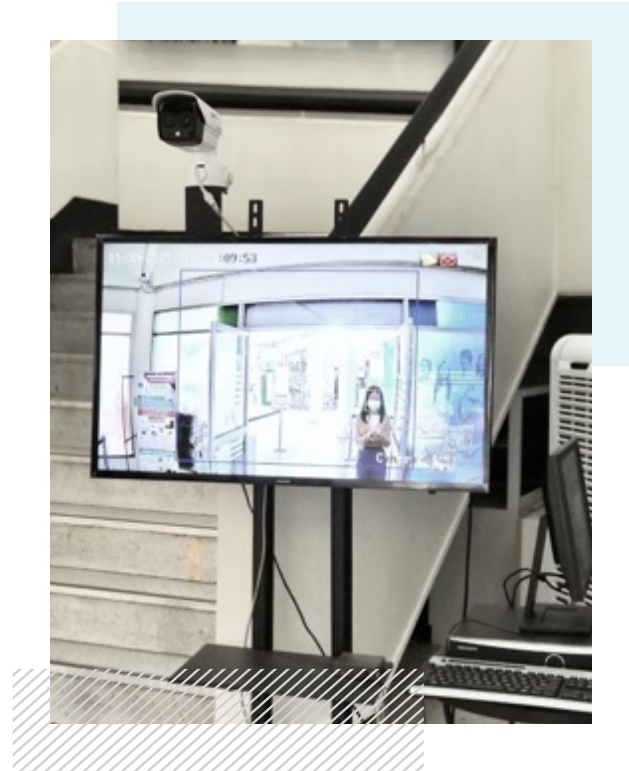
- Temperature assessment devices, alcohol gels provision, and space rearrangement for social distancing are implemented in every space.

Waste Management:

- Systematically manage the waste and sewage disposal system.

Cafeteria:

- Control the quality of food and beverages to meet the hygiene standards as specified by the university.
- Provide a variety of restaurants in the cafeteria with a control on pricing of food and beverages to be appropriate to students.



Social sustainability during 2019-2021

QCC and Kaizen Activities:

- Provide staff with opportunities and support in challenging work. Encourage their pride in skills and hidden talents.

Covid-19 Screening & Defending Welfares:

- Vaccinations provided to faculty and staffs at all level.
- Individual accident and health insurance policy for Coronavirus disease provided to faculty and staffs at all level.
- Antigen Test Kits prepared for faculty and staffs at all level.

Annual Health Check-up:

- A full health check-up service is provided for all staffs at the school every year. The service cost is mostly covered with the university's welfare benefits.

Staff Promotions:

- A system for monitoring, supporting, and rewarding teaching faculty and staffs in success of higher academic positions is in place.

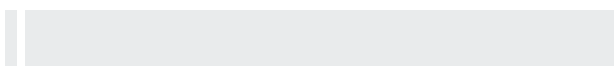
Training and Development:

- A staff development (career path) system is offered to encourage skills advancement and self-improvement.
- A mentoring system and a knowledge management system are made for teaching faculty and staffs at all level.





Education



Course Development and Operation



“ Undergraduate Programs ”

Integrating teaching with academic services

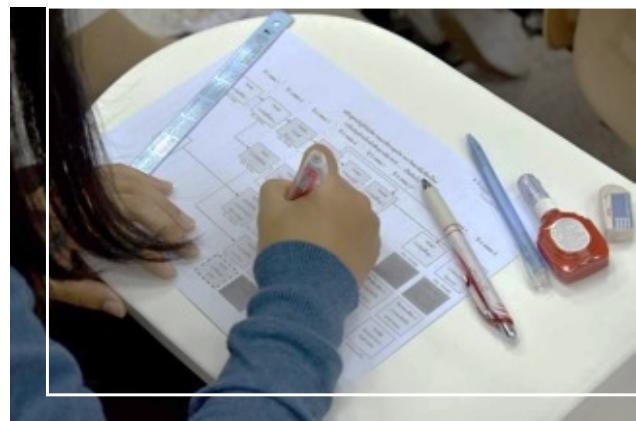
In every academic year, the *Accounting project for community sustainability* course and *Seminar in Financial Accounting* course are taught using an active learning method. The courses include a cooperation of 15 teaching faculties. In an academic year of 2019-2020, the courses are involved with 210 students and engaged with up to 26 communities.

Collaborative and active learning method: Students are allocated into small groups assigned for each community. Every year, they are encouraged to connect the theories from previous courses to the business and communities' contemporary issue, help solving the issue systematically, and ensure that the implication leads to business sustainability and quality for the community/society at large. Since 2017, business in 77 locations, consisting of 45 firms and 32 communities, were benefited by the courses' activities.

Examples:

One students group solved problems for electrical appliance stores. The business had problems with the accounting document system and the tax submission to the accounting firm due to the lack of supporting document. Students, therefore, proceeded to study the business operation system and designed document forms, as well as a document path map to enable the entity to collect documents and information as required by the audit firm. From the results of operations, it was found that the business received a document system that is consistent with the requirements of the audit firm. This was reflected in the satisfaction rate of accounting consultants with the document system and document storage. Also, the business can prepare and directly deliver documents and tax to the accounting.

Another group assisted a shop that provides air conditioners installation and maintenance. The business had problems with the lack of an inventory management system, making it impossible to know the correct amount



of inventory. The students then studied the business operation system, planned and designed an inventory management system, made a form and an instruction manual, and also checked the inventory. After the operations, the business has a product register prepared in Microsoft Excel for its inventory control operations and now has a good inventory management system that correctly notifies the inventory, by looking at the results of the transaction recording and checking the inventory, which is found to be correct and match the amount of inventory available.

Another group of students resolved problems for a Cafe and Hostel business that faced issues of matching the calculation of profit from income and expenses to the period. Therefore, the business cannot learn the actual profit from its operations. The students then proceeded to study the business operation system, planned the design of the relevant accounting document system, prepared operational manuals, and helped with the accounting department. Their activities included making income statements for the business. As a result, the accuracy of business's information record increases from 92.16% to 98.08%. Not only the students helped the business in preparing accurate income statements, but business owners can also use real profit data to make decisions to plan and carry out their work.



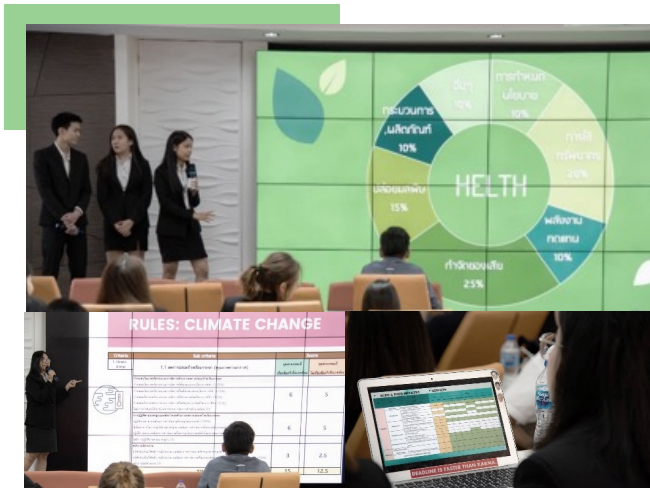
Also, in every academic year, the *Seminar in Management* course integrates teaching faculties, 4th-year students, private sectors, and community enterprises in Chiang Mai to collaborate in a project. The course requires students to study and explore problems raised from organizations or communities before constructing a potential business development plan to improve the assigned organizations or communities.

Organizations or communities that work with students can use the guidelines to improve their operations and create a competitive advantage and competitiveness. During the past few years, topics of business development included raising awareness of environmental resources and community's green spaces.

Examples:

Students provided advice for Toki farm, Khun Mae Ruam Village in Galyani Vadhana, Chiang Mai. The community offered homestay services but needed to find opportunities to create value and additional income. The students and teaching faculty worked collectively in providing advice on homestay business development and building awareness on the conservation of resources, the environment, and the community culture. As a result, entrepreneurs and the community have more channels to make income. They gain knowledge in developing resources to create additional value, by considering the environment and maintaining the tribe culture.

The *Seminar in Finance* course offers projects aiming to produce cross-disciplinary graduates in the field of financial technology (Fintech) in each academic year. The course applies a project-based learning method by integrating financial knowledge with computer engineering knowledge. The purpose is to build students' skills to meet the needs of the current industry, aiming to solve simulated problems from the real working situation, focus on being ready for the current and future labor market.



In the course, students are allocated into groups and instructed to apply the latest and most popular technologies such as Blockchain, Machine Learning and Mobile Application to solve financial problems analyzed by banks partnering in with the course. Therefore, student learn practical exchange practice by working with a real working team while the banks can apply the outcome to their practice. The topics also involved with environment and climate change.

Moreover, in the *Social Marketing* course, students are individually assigned to explore social mission and business mission of a social enterprise or non-profit organization of their choice. They must reflect their impressions and motivations derived from the social enterprise into an essay as well as addressed their commitment to become an active citizen who takes constructive actions on issues in the society, community, and environment. Due to the pandemic situation, students did their research online. However, in the regular situation, some students did their observations at the enterprises of their preference, to structure the essay. For example, the Chiang Mai Breath Council, social work active temples, business in tourism that collaborate with the local community for sustainable tourism were social enterprises chosen by the students.

For group activity, students are instructed to select any social issue of their choice and draft a marketing plan to solve the issue. The course instructors reported that, most students chose issues related to consumer/ human behavior and mental health issues, such as teen pregnancy, smoking problem, responsible drinking, domestic violence, beauty obsession, depression, stress management, etc. In this activity, students must discover the target audiences' insights and develop their skills on screening and transferring the audience to the right organization responsible for the issue (psychotherapist, psychiatric nurse, psychiatrist, hospitals, mental health hot-line).



Integrating teaching with community service

The *Learning Through Activities I* course continues to offer every semester. In groups, students participate in activities that help enhancing their learning quality and promoting life skills, both inside and outside the campus. Through the course, students apply the knowledge obtained from classes to increase their self-consciousness, be aware of the value of humanity, develop their personality, foster team spirit, ethics, and morale. This course guides them to maintain physical and mental happiness in their lives, practice their public consciousness, as well as self- and social awareness. The goal is to build quality graduates that serve the society.

In this course, students are required to undertake social work projects and activities for 45 hours, covering 6 semesters. The course is divided into two parts:



Part I Long-term social work projects

Teams of students are arbitrarily allocated with an assigned advisor. Through 6 semester-period, students conduct a long-term social work for the team's choice of community, starting from their first to fourth year of study. Not only the project promotes students' concern in social responsibility and sustainability, but also advances students' project management and teamwork skills. The structure of the project is shown below:

Year 1 Semester 2

Select a community and explore its key problems

Year 2 Semester 1

Consult the community leaders to plan the project before submitting a proposal to the school

Year 2 Semester 2

Execute the project and submit a progress report to the school every semester

Year 3 Semester 1

Complete the project, plan for presentation and group evaluation

Year 3 Semester 2

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



Part II Social work activities

During the five semesters of their study, students are required to attend social work activities organized by the Student Development Unit, accumulatively. A range of activities are suggested including developing abandoned areas to a better us and cleaning public areas in Chiang Mai.

Number of projects in the recent academic years:

2019	20 projects
2020	25 projects
2021	in the process of recruiting new project

Examples: *Community knowledge development project, Ban Ann Mai School, Ban Ann, Doi Tao, Chiang Mai*

Thirty students participated in the project that involved developing a community that consists of a school for 308 households. After an exploration of the area, student saw that the school lacked health care services for students and proper guidance for their occupation, especially in agriculture that the school and villagers give interest to. Also, the students lacked the knowledge of using Thai language.

To develop the school to be a sustainable community, the project developed a community learning center focusing on parents and Ban Ann Mai School students in gaining the knowledge of agriculture and Thai language. The project set the goals to improve the community's life quality and help the community to live independently and sustainably. Having Ban Ann Mai School as the center in building community involvement, the project also developed the school's physical facilities.

Throughout the three-year period, the students have developed the scenery of the school. By cleaning, painting, creating the area to be a BBL (Brain Based Learning) center, as well as giving knowledge on hygiene and providing knowledge on agriculture so that students of the community can reduce food expenses. A knowledge workshop was arranged for making household accounts with parents. The project also organized learning activities for students in grade 4-6 through making learning materials for Thai language course.



From the activity, the students were able to accomplish the following objectives:

1. The students and their parents had a 56% increase in agricultural knowledge in composting and were able to apply the knowledge into their daily life or work.
2. The students had 88.57% increase in knowledge of primary health care and first aid.
3. The students had a 95.71% increase in knowledge of Thai language.

Integrating teaching with organizational improvement

Continuing every year, the *Business Quality Management* course incorporates the student's Quality Control Circle (QCC) activity to improve the work of all administrative divisions in the school. During 2019-2020 academic year, 12 student groups and professional staffs from all divisions at CMUBS cooperatively explored specific work-related problem topics, analyzed, and resolved the problems using the 7 QC-steps of quality process. The staffs gain ideas for work improvement while students grow even stronger bond with the school. The continuous improvement of the organization thus plays a vital part of school's sustainability.



As a result, professional staffs constantly gain new knowledge and innovative work improvement. Each administrative division set new working standards to advance their practice. Moreover, students can apply the theoretical knowledge of QCC to actual practice.



To enhance the improvement results, the staffs brought the outcomes from the QCC group activities to presentations on the school's QCC Day, and to oral presentation and poster presentation at the university's Knowledge Management (KM) Day. For the past consecutive years, they received first prize, runner-up and commendation awards.

Grooming future business leaders with morality

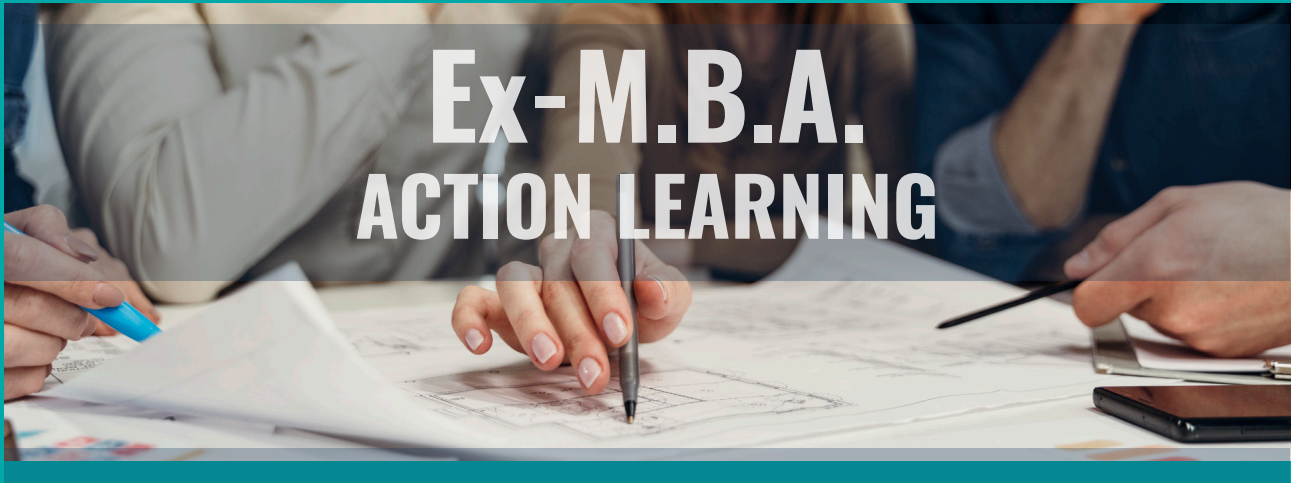
CMUBS offers the *Meditation for Business Leaders* course that instructs both theory and practice in every semester. It aims to provide students with the correct meditation methods that accumulate mental energy and develop their abilities and excellence. The course consists of lectures, interactions, knowledge-exchange activities, and meditation practice, in class as well as homework and report writing. The course concludes with closing ceremony, expression of emotions, theoretical and practical exams.

From the course's content analysis on students' reflection sheet, it was found that students have more self-conscious, calming emotions and responsibility. They see that meditation is not difficult and can be practiced every day, assisting in better emotion consciousness.



“ Graduate Programs ”

Action learning for business sustainability



In every academic year, the Executive M.B.A. program offers an action learning activity that incorporate 4 important courses; *Operations and Supply Chain Management*, *Managerial Statistics and Decision Modeling*, *Business Research Methods*, and *Strategic and Modern Marketing Management*. During 2019-2020, the program invited 8 business to participate in the activity. The firms were from various industries including automobile, hospitality, healthcare, construction, food, and sports. And, during 2020-2021, 5 business in food and beverages, social enterprise, optical services, spa services, fulfillment services, and hospitality industries participated in the course. Entrepreneurs of the invited business were alumni.

Students are offered to explore and analyze the assigned business problems before constructing a business plan for an actual implication and evaluation. Therefore, students must work closely and continuously with the business representatives and participate in the transmission of real entrepreneurial experiences using the right theories and tools from all business functions.

Throughout the course, taking one semester period, students must submit their progress report and presentation to a group of 6 instructors/advisors. Suggestions and comments are given with main discussion on solving business problem and ensure sustainability is in place.



The M.B.A. Marketing program also offer the *Marketing Analytics* course that adopts the action learning method. The course invites entrepreneurs or executives who are alumni of the school, ranging from retails in electrics, furniture, clothing and accessories and food services industries, to participate in offering marketing problems. Therefore, the course also brings real-life marketing problems to the class. The instructor provides advise on marketing analytics plan and a guideline of workshop activities.

Students must meet with the entrepreneurs regularly to discuss the plan. Entrepreneurs envision a way to use the information gained from the process to use with their own business. The outcomes thus must secure sustainability of marketing function and business.



Courses focusing on sustainable development

Besides the courses mentioned, CMUBS strongly encourages all courses to instruct and/or perform learning activities related to sustainability, ethics, and responsible business management. The following courses contain topics discussing on sustainable development and ethics during 2019-2021.

Accounting

- Fundamental Accounting for Business
- Elementary Taxation
- Managerial Accounting and Control
- Organization and Economics for Business Decision
- Accounting for Climate Change and Sustainability
- Sustainability Accounting

Finance

- Selected Topics in Finance II
- Ethic and Responsibility for Finance
- Case Problems in Finance

Management

- Introduction to Entrepreneurship and Business
- Environment and Functions of Business Administration
- Principles of Management and Organization
- Introduction to Business Computer
- Selected Topics in Management I, II
- Leaderships & Ethics
- Advanced Theory in Management I
- Business Ethics
- Strategy for Superior Organizational Success
- Business Leadership
- Introduction to Hospitality and Tourism Management

Marketing

- Marketing Principles
- Product Strategy
- Pricing Strategy
- Global Marketing
- Digital Marketing
- Consumer Behavior
- Sustainability Marketing

Learning Dashboard



From CMUBS mission, the school puts full efforts in creating and delivering the values to educate our graduates to meet the desired educational qualities. Therefore, the curriculum management as well as assurance of student learning need a database management system to support this organizational purpose and enforce student's capabilities for their career.

CMUBS developed the Learning Dashboard system with the purpose to concisely and instantly guide and report students' competencies, including the aspect of 'Ethical issues and social problems' which is set as Learning Goal 4. The dashboard keeps track of individual students' performance in courses that measure and trace the assurance of learning (AOL).

Continuing from the previous years, the Learning Dashboard currently evolves into a system that offers insightful data, namely:

Lists of a student's enrolled AOL and tracing courses

Classified by curricular and semester, field of specialization, advisor's yearly feedback

รายละเอียดรายวิชาที่ถูกรับ ตามโครงสร้างหลักสูตร

ปริญญาตรี - การตลาด (B.B.A. (MKT)) บศ. ชั้นปีที่ 3							
สถานะ : STUDYING กำลังศึกษา							
ข้อมูลตามโครงสร้างหลักสูตร		ข้อมูลตามประเภทกระบวนวิชา		Feedback จากอาจารย์ที่ปรึกษา			
First-year (2018)		Second-year (2019)		Third-year (2020)		Fourth-year (2021)	
Semester 1	Semester 2	Semester 1	Semester 2	Semester 1	Semester 2	Semester 1	Semester 2
702205	703202	703243	705332	701281	703324	705492	706102
701101	705211	701183	703204	703322	703345	706101	
703103	702211	705311	705328	705329	705192	705411	
				705331	705343	705499	
					705431		
Major Electives / วิชาเลือกเสรี (การลงทะเบียนโครงสร้างหลักสูตรขึ้นอยู่กับแผนการศึกษาและการศึกษาที่ บศ. ถูกวัดผล)							
						705351	
					705444		

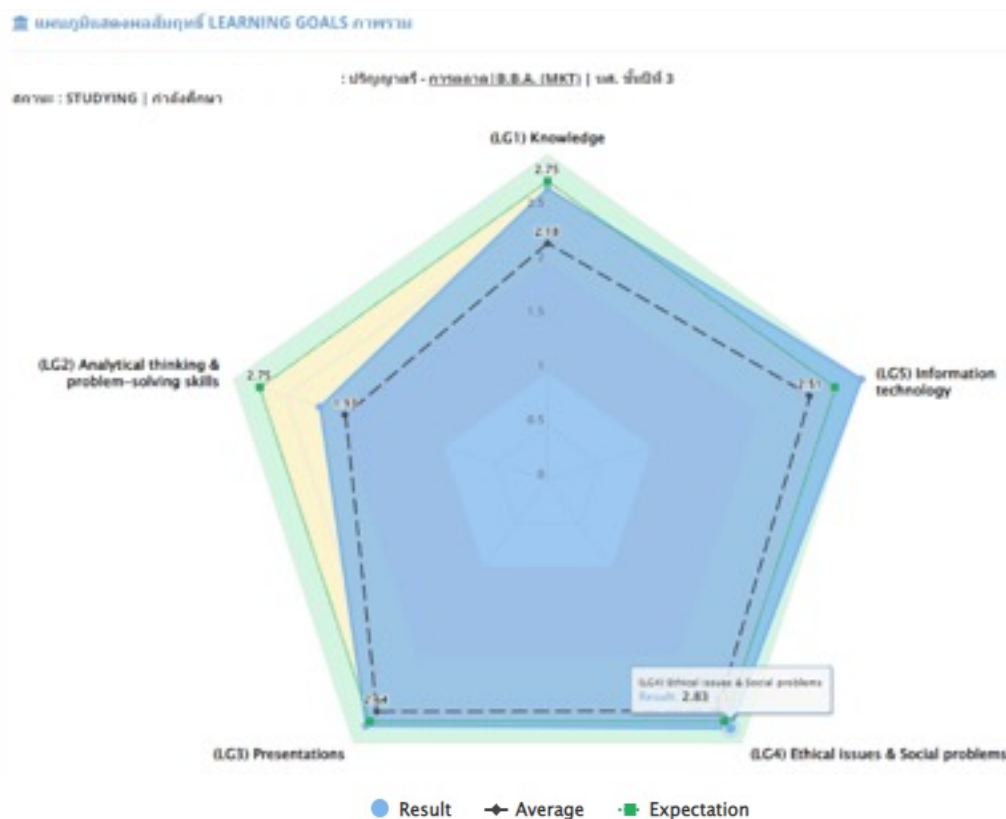
A summary of a student's performance in each learning goal

Measured by below-, meet-, and exceed expectations



A performance chart: student & cohort performance vs program expectation

Showing, in real time, a student's performance in each learning goal in comparison to the average and expected outcomes of the total students.



A summary, detailed performance and suggestions

Showing a student's status, outstanding performance, measurements and outcomes from courses of all learning goals.

สรุปผลและคำแนะนำ

จากการวัดผล Learning Goals ด้านต่าง ๆ ข้อมูล ณ ปัจจุบัน นักศึกษากำลังศึกษาอยู่ชั้นปีที่ 3 สรุปผลได้ดังนี้

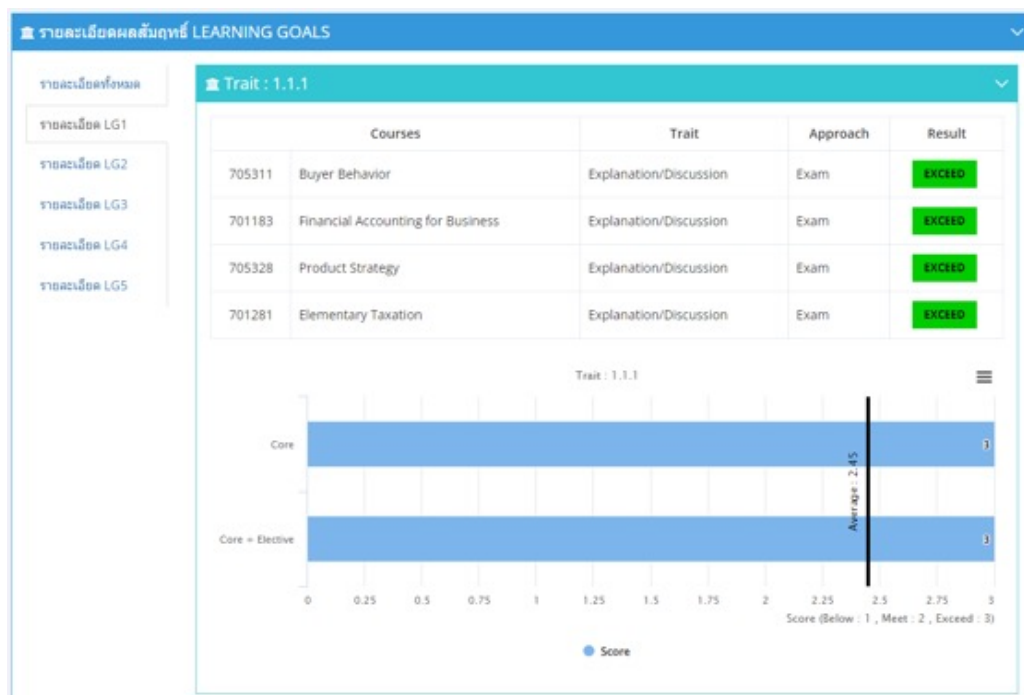
- Learning Goals ที่ 5 : (Information technology) ของนักศึกษา **มีความโดดเด่น**

รายละเอียดผลสัมฤทธิ์ LEARNING GOALS

สถานะ : STUDYING | กำลังศึกษา

ปริญญาตรี - การตลาด (B.B.A. (MKT)) | บท. ชั้นปีที่ 3

Course	Type	Course Name	Learning Goals	Result	
702211	AOL	Business Finance 1 (Y1/S2)	(LG1) Knowledge	EXCEED	1.2(a).1 : Finance functions - Exam
702205	Tracing	Foundations of Economics for Business Administration (Y1/S1)	(LG1) Knowledge (LG2) Analytical thinking & Problem-solving skills	EXCEED MEET EXCEED	1.2(b).1 : Business environment (National and International) - Exam 2.2.1 : Apply information - Exam 2.2.2 : Conclusions - Exam
703202	AOL	Principles of Management and Organization (Y1/S2)	(LG1) Knowledge	EXCEED	1.2(a).3 : Management functions - Exam
705211	AOL	Marketing Principles (Y1/S2)	(LG1) Knowledge	EXCEED	1.2(a).2 : Marketing functions - Exam
703103	AOL	Introduction to entrepreneurship and Business	(LG1) Knowledge	MEET	1.2(b).1 : Business environment (National and International)



All teaching faculties are prepared and encouraged to use the dashboard to communicate with their advisees in order to foster the skills that meet- or exceed expectations, as well as to pinpoint the skills that appear below expectations for improvement.



Moreover, improvement issues addressed in the AOL reports at the course level are linked to improvement at the program level in such a way that the teaching faculty identify the combination of at least 4 types of improvement; teaching and learning activities, learning outcome measurement, coordination with other courses, and suggestion about curriculum administration.

All programs and curriculums can apply data of the dashboard, as key inputs, to the regular process of courses development or revision.

CMUBS Learning Dashboard now becomes a prototype system for Chiang Mai University and other universities in Thailand (i.e., Khon Kaen University). The dashboard has currently filed for a copyright and fully applied in the school.

Academic Services Projects

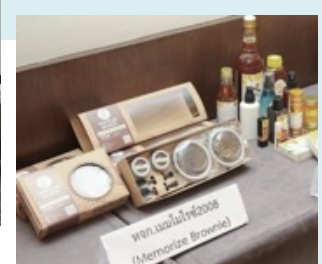


Project to Enhance Community Enterprise Network for Sustainable Development (Northern Region)

In 2019, the Office of Small and Medium Enterprises Promotion (OSMEP) Chiang Mai University, 6 teaching faculties from CMUBS, and the Faculty of Engineering collaborated with 9 SME entrepreneurs and 2 community enterprises, located in 17 provinces in the Thai Northern Region, in the project to improve the community enterprise network for sustainable development.

The teaching faculties from CMUBS worked as mentors to help develop competitiveness for their business. The mentor team provided in-depth consulting on product development, packaging design using science or innovation to add value, reduce the loss, and reduce the cost. The project also involved with the development of brand/logo/marketing media by adopting technology, machinery or innovation that is suitable for business in order to meet the standard of production, management or the standard of products or services, etc.

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Pan Dao 2020 Project

In 2020, the project was organized by the association between the Office of Small and Medium Enterprises Promotion (OSMEP) and the 4 public universities that represent centers of excellence: King Mongkut's University of Technology North Bangkok (KMUTNB), Chiang Mai University (CMU), Khon Khaen University (KKU) and Prince of Songkla University (PSU).

Teaching faculties of CMUBS and the Faculty of Engineering worked with 10 SME entrepreneurs and 4 community enterprises located in 17 provinces in the Thai Northern Region. The mentors of the project were the faculties from CMUBS.

Similar to the project in previous year, the task for the CMUBS teaching faculty team was to help develop business competitiveness for SME entrepreneurs and community enterprises through in-depth consultation on product development and packaging design using science or innovation to add value, reduce the loss, and reduce the cost. The task again involved with the development of brand/logo/ marketing media by adopting technology, machinery or innovation that is suitable for business in order to meet the standard of production, management or the standard of products or services.

The SME Regular Level, the Northern Region

Continuing from the previous projects, in 2020, the OSMEP, Chiang Mai University, and 7 teaching faculties from CMUBS collaborated with 9 entrepreneurs in the hotel and accommodations industry and 3 SME entrepreneurs in Chiang Mai, Lampang and Mae Hong Son provinces to run the project for developing competitiveness for hotels and accommodations, SME entrepreneurs, and community enterprises.

The CMUBS teaching faculties became mentors of the project. Similar to the previous year, the mentor team provided in-depth consulting on service development, service design using science or innovation to add value, reduce the loss, and reduce the cost. The project also involved with the development of brand/logo/marketing media by adopting technology, machinery or innovation that is suitable for business in order to meet the standard of production, management or the standard of products or services, etc.

SMEs entrepreneurs and community enterprises made improvements to their service offerings. The outcome includes cost analysis, preparation of a marketing plan and sales promotion, such as online marketing and promotion using VDO content, focusing on the post-COVID-19 epidemic. Moreover, entrepreneurs are able to develop services to meet the standards of hotel products or services such as the SHA standard and Green Hotel standard.

โครงการส่งเสริมและพัฒนาธุรกิจระดับเริ่มต้น (SME Regular Level)

สสว. >>>

SMEs
มี | จ | ข | พ

เปิดรับสมัคร SMEs วิสาหกิจชุมชน
บุคคลธรรมดาจดทะเบียนพาณิชย์
ในเขตภาคเหนือ ที่ตั้งทะเบียนไม่เกินกว่า 3 ปี
เข้าร่วมอบรม

“ปรับตัว ปรับทิศ พลิกวิกฤตธุรกิจท่องเที่ยวและโรงแรมในยุค Covid”

ผู้ประกอบการจะได้รับความรู้เกี่ยวกับ

- > การปรับเปลี่ยนธุรกิจให้สอดคล้องกับการท่องเที่ยวในรูปแบบ New Normal
- > ผลกระทบต่อธุรกิจท่องเที่ยวและโรงแรม
- > มาตรฐานด้านการท่องเที่ยวและบริการในยุค Covid

ฟรี...ไม่มีค่าใช้จ่าย

สมัครเข้าร่วมโครงการ & ลงทะเบียนข้อมูล
สุภาวดี จิตรคำ (หาญ)
090-0338674

วันศุกร์ที่ 3 กรกฎาคม 2563
9.00-16.00 น.

> ณ โรงแรม วิลล่า รีสอร์ท เชียงใหม่
อ.ป่าซาง จ.แม่ฮ่องสอน

ผศ.ดร.วิภาดา อังคารธำ
คณบดีบริหารธุรกิจ
มหาวิทยาลัยเชียงใหม่

ดร.วิมลายุ ชื่นนาบุตร
วิทยากรพิเศษ: วิถี พลิกวิกฤต
มหาวิทยาลัยเชียงใหม่

ผู้เข้า
ร่วมอบรมจะ
มีสิทธิ์สมัคร กิจกรรม
เสริมสร้างสมรรถนะ
เชิงลึก

โครงการส่งเสริมและพัฒนาธุรกิจระดับเริ่มต้น (SME Regular Level)

สสว. >>>

SMEs
มี | จ | ข | พ

เรียนเชิญ ผู้ประกอบการ SMEs
ด้านการผลิต ท้องถิ่นและภาคบริการ
วิสาหกิจชุมชน
บุคคลธรรมดาจดทะเบียนพาณิชย์
เข้าร่วมอบรม

โลกเปลี่ยน ธุรกิจปรับ รับวิถี New Normal

> วันพุธที่ 22 กรกฎาคม 2563
8.30 - 17.00 น.

> ณ โรงแรม เลอ เมอริเดียน
จังหวัดเชียงใหม่

อ.สุรเชษฐ์ ทรายบุตร
GURU ด้าน Change
Management
& Digital Content
CEO NEXDIGITAL
Marketing

ผู้ประกอบการจะได้รับความรู้เกี่ยวกับ

- > กลยุทธ์การปรับตัว ภาวะกลุ่มผู้บริโภคในธุรกิจผลิตและบริการ
- > การแข่งขันพฤติกรรมผู้บริโภคที่เปลี่ยนแปลงไปในยุค New Normal
- > การทำ CRM บัณฑิตลูกค้าโดยใช้เครื่องมือ Digital Marketing
- > Workshop on New Business Challenges

ฟรี...ไม่มีค่าใช้จ่าย

สมัครเข้าร่วมโครงการ & ลงทะเบียนข้อมูล
สุภาวดี จิตรคำ (หาญ)
090-0338674

ผู้ประกอบการจะได้รับความรู้เกี่ยวกับ
(Business Foresight) และการสร้าง Roadmap ให้ทันธุรกิจเพื่อนำมาปรับ
เปลี่ยน

ผศ.ดร.กัญญา ใสทาทอง
GURU ด้าน Business &
Technology Foresight
คณะวิศวกรรมศาสตร์
มหาวิทยาลัยเชียงใหม่

ผู้ประกอบกิจการจะได้รับความรู้เกี่ยวกับ
(Business Foresight) และการสร้าง Roadmap ให้ทันธุรกิจเพื่อนำมาปรับ
เปลี่ยน

ด่วน!!
รับจำนวนจำกัด
เพียง 40 ท่าน

■ Effective Teaching Strategies for the Large Classroom Training

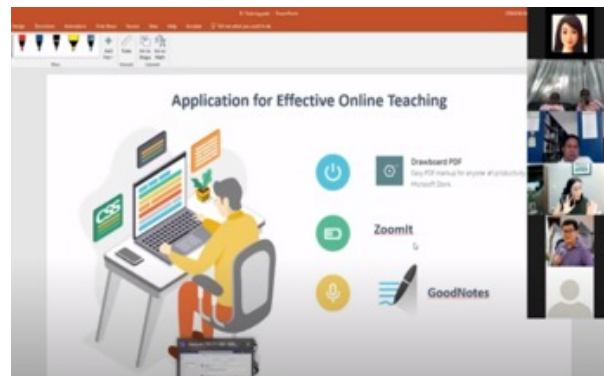
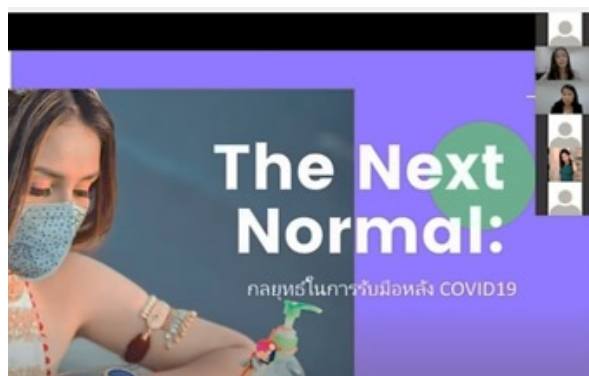
Academic services project under the collaborations and exchange between Chiang Mai University, Thailand, and the Banking Institute (BI), Bank of Laos PDR, 2019

Academic services as part of CMUBS service to business community, 2020

Societal Engagement Fund, 2019 – 2020

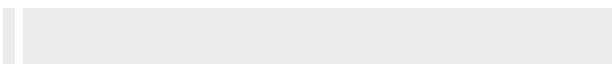
Academic services project under the collaborations and exchange between Chiang Mai University, Thailand, and the Banking Institute (BI), Bank of Laos PDR, 2020

Academic services project under the collaborations and exchange between Chiang Mai University, Thailand, and the Banking Institute (BI), Bank of Laos PDR, 2021





Corporate & Faculty Involvement





“ Supporting the battle with COVID-19 ”

Kindness to the Youth with Executive M.B.A 2021

In January 2021, the Executive M.B.A. program organized the 2021 Kindness to the Youth Project under the theme “CSR Ex-21 & Share Experience to Develop Potential”. The program delivered face masks, alcohol gels, clothes, drinks, and scholarship to students at Jee Wang Daeng School, Mae Tang District, Chiang Mai.



Food for Medical Staffs at Field Hospitals

In May 2021, staffs and students of the Executive M.B.A. program sent 2,100 food boxes (103,815 THB) to medical and supporting staffs of 5 field hospitals in Chiang Mai in supporting their battle with the COVID-19 situation.



Mosquito Repellent for Field Hospital

In April 2021, Dean Nimanandh, in the name of CMUBS, sent 100 bottles of mosquito repellent to Chiang Mai University Development Foundation for delivering to students and staffs who were in COVID-19 treatment at a field hospital (Chiang Mai University Campus)



Ice Cream for Staffs at Maharaj Nakorn Chiang Mai Hospital

In May 2021, Dean Nimanandh, in the name of CMUBS, sent an ice cream cabinet to medical and supporting staffs of Maharaj Nakorn Chiang Mai Hospital who were working on their COVID-19 vaccinating duties.





'AccBA CMU together' the Sharing Happiness Cabinets

From a collaboration between CMUBS and the Accounting and Business Administration Alumni Association, 'AccBA CMU together' the Sharing Happiness Cabinets that held food and drinks contributed by the alumni were placed around the campus for people in need during the pandemic. The cabinets were refilled regularly and people can collect items from them as they need.



Face shield for Staffs at Maharaj Nakorn Chiang Mai Hospital and Volunteers

In June 2021, Dean Nimanandh, in the name of CMUBS teaching faculties and professional staffs, sent 600 sets of face shield to medical and supporting staffs of Maharaj Nakorn Chiang Mai Hospital, the Faculty of Medicine, Chiang Mai University, and volunteers for their COVID-19 vaccinating duties.



Drinking Water for Staffs at Maharaj Nakorn Chiang Mai Hospital

In July 2021, on behalf of CMUBS teaching faculties and professional staffs, Dean Nimanandh sent 7,800 drinking water to medical and supporting staffs of Maharaj Nakorn Chiang Mai Hospital, the Faculty of Medicine, Chiang Mai University. This activity represented the school's physical support for the hospital staff in their year-long battling with COVID-19 situation in Chiang Mai.

“ Giving to the society and those in need ”

Planting Trees for Doi Akinchano Temple

In August 2020, CMUBS organized a “Planting trees for Doi Akinchano temple” project with a purpose to highlight the importance of restoring and maintaining the environment through planting trees, as well as the vital part of morality and ethics as fundamentals in lives. Professional staffs and students participated in the project in Mae Taeng district, Chiang Mai.



Donation to Suandok Hospital Foundation

In October 2020, Associate Professor Orapin Santidhirakul, a teaching faculty at the Department of Management and Entrepreneurship, donated 600,000 THB to Suandok Hospital Foundation for the renovation of the patient buildings of Maharaj Nakorn Chiang Mai Hospital.



Kindness to the Youth with Executive M.B.A 2021

In December 2020, the Division of Student Development and Alumni Relation organized a funding project called “Kindness to Friends in Need”. The purpose was to gather the urgent loan funding to assist the CMUBS students. The donation box was placed at the school’s cafeteria. The project communicated to those who were interested through Facebook Fanpage.



Faculty Staff Development



As conducted in previous years, CMUBS continues to promote teaching staffs and professional staffs to attend seminars, workshops, or other trainings that enhance their knowledge and skills related to social responsibility and sustainability.

Meditation Instructure Course, Willpower Institution

The school gives priority to the promotion of morality, ethics, and the building of good social consciousness. The Meditation Instructor course is a course with clear objectives, structure, content, textbook, teaching, and measurements, offering 200 hours of both theoretical and practical lessons. Students who complete all the requirements must take a written and practice exam; a pilgrimage or intense meditation practice, to complete the course.

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The school's area is organized as a training center for Dharma, meditation and Dharma practice for students, the staff of Chiang Mai University, and outsiders. With the collaboration of the Willpower Institute, established by Phra Dhamma Mongkol Yarn (Luang Phor Viriyang Sirintharo), the school is used as a 64th branch office, which has been teaching Meditation Instructor courses since 2017 until now, as part of the academic service of the school.

Collectively, the overall change of those who complete the course includes:

Responsibility: Students become mentors to the next batch with great willingness and responsibility.

Unity: When problems arise, the mentors help each other to solve problems reasonably and support each other to overcome the problem.

Faith in meditation practice:

When the next level course opens, (Such as Utamasa Samathi, high-level meditation), alumni who completed the previous course returns to study and complete more courses to gain more knowledge and meet seniors, juniors, and practice together (creating sense of belonging in the practicing community) to increase mental power to use in their work and solving problems in daily life.

Faith in being a publisher of the meditation courses:

By applying to be Ajariyasa (Meditation Instructors) and help promote the course.



Seminar Participation

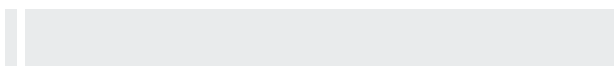
Presentation at CMU-KM Day 2021

The event reinforced the development of the university of happiness, under the theme “The Learning University for Sustainable Development”. CMUBS staffs sharing experiences and knowledge on the school’s “Social Work Project” that enhances the school to be an organization of happiness/ health/ and morality. The event was organized with the purpose to drive the university to be a learning organization with joint innovation that is beneficial to communities, organizations, and society.





Student Involvement Projects & Awards



Extracurricular Activities



“ M.B.A. Corporate Social Responsibility Project ”

Coral Planting and Coral Ecosystem Restoration

Students learned about coral ecosystem restoration through real experience. They understood the real problem occurring with the coral ecosystem, learned how to plant coral to replace those that has been destroyed. The activity included students, teaching faculties, professional staffs, and the community at Chetsadabodin Camp, Sattahip, Chonburi.



Mangrove Planting at the Sirindhorn International Environmental Park

Students explored mangrove planting and learned how to sustainably protecting the environment. They learned the issues facing Thailand's mangrove forest and studied how to replace the mangrove that has been destroyed at the actual area. The activity included students, teaching faculties, professional staffs, and the officers and community at the Sirindhorn International Environmental Park.



“ Executive M.B.A. Corporate Social Responsibility Project ”

Executive Family Rally: Bring Love to the Forest

In every academic year, students, teaching staffs, and professional staffs joined the CSR project “Bring Love to the Forest” rally. The purpose was to raise awareness of social and community well-being to students and staffs by bringing household goods to underprivileged people in remote areas, as well as to stimulate cooperation among students, staffs, and alumni that subsequently strengthens the network of entrepreneurs in the Thai Northern region.

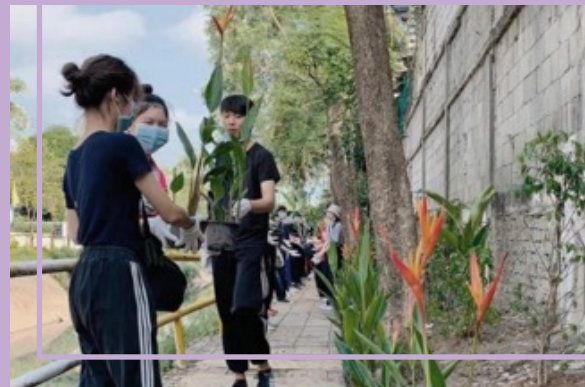
The activities included providing optical services to senior citizens residing in Mae Na sub-district, recreation sessions for students of Ban Nong Khaem School, Chiang Dao district, and providing household goods to the school. The total donation was 120,000 THB (3,600 USD)





“ Undergraduate Student Volunteer Club Project ”

Founded in 2019, the CMUBS student club aims to offer students to work on volunteer projects that are varied reflecting their diverse skills and interests. The club also intends to build a cooperation network among volunteers in CMUBS, other faculties, and the organization of volunteering network beyond the campus, to foster public consciousness to students.



Sampao Noi Creates Smiles/ Sampao Noi Shares Love

In every academic year, CMUBS student club continues the cooperation between the school and the local community to achieve sustainable operations. The purpose was to cultivate social and community consciousness to first-year students, highlighting personal morality and ethics, as well as practicing teamwork activities for the well-being of their future work and social lives. Volunteered students travel to areas inside and outside campus for community services, such as improving and cleaning community's surroundings.



During 2019-2020, the community in the Khlong Mae Kha, and Wat Pha Lat area was the targeted community for sustainable development. Volunteered students cleaned up the Mae Kha canal, its surroundings, and expanded the cleaning to other areas. The students made passageway in the forest for tourists and for the monks of Wat Pha Lat.

Urban Farming

In 2020, the CMUBS student club organized a collaborative learning activity on urban farming or urban agriculture. The purpose was to build a sustainable food source in the public area of Sri Don Chai cemetery in Chiang Mai municipality.

The club revamped the area that was once a refuse disposal zone into a demonstrating organic vegetable plot, to sell the organic vegetable to the people of the community. Further, the club hoped to share the knowledge of urban farming to youth in other community.





Forest Fire Control

In the same year of 2020, the CMUBS student club arranged a volunteer activity titled “Protecting the environment by building a forest firebreak in the Doi Suthep-Pui National Park area 2020”.

The activity was joined by students and professional staffs in constructing the forest firebreak around the Doi Suthep-Pui National Park area which is close to the campus. The activity aimed to protect the forest fire that could damage the campus area and other part of the city.

The forest fire is also the main cause of air pollution that subsequently lead to symptoms in human respiratory system. The forest firebreak helps decreasing the damages of the forest fire and smoke, and the impact they might have to the people of the city.

“ Undergraduate Student Seminar Participation ”

China-ASEAN Community Youth Talk

In 2021, two representatives of CMUBS student participated in the international virtual seminar “China-ASEAN Community Youth Talk” under the theme “Sustainable Cities and Community”.

The seminar was hosted by the School of Tourism and Culture Industry, Chengdu University. Students and teaching staffs of schools from ASEAN countries participated in presenting their perspectives on sustainable cities and community before discussing and answering questions related to SDG Goal 11.

The two CMUBS student representatives presented their views on sustainability in CMU campus and the city of Chiang Mai as well as how the city works collaboratively with residents in maintaining the city’s sustainability.



“ Undergraduate Student Award Received ”



In July 2019, CMUBS students joined the 33th storyboard competition under the theme “Safety and Occupational Health in Workplace” hosted by Thailand Institute of Occupational Safety and Health (Public Organization) of the Ministry of Labor. The team won a consolation prize and their storyboard was displayed at the Bangkok International Trade & Exhibition Centre (BITEC) during the final round of competition.

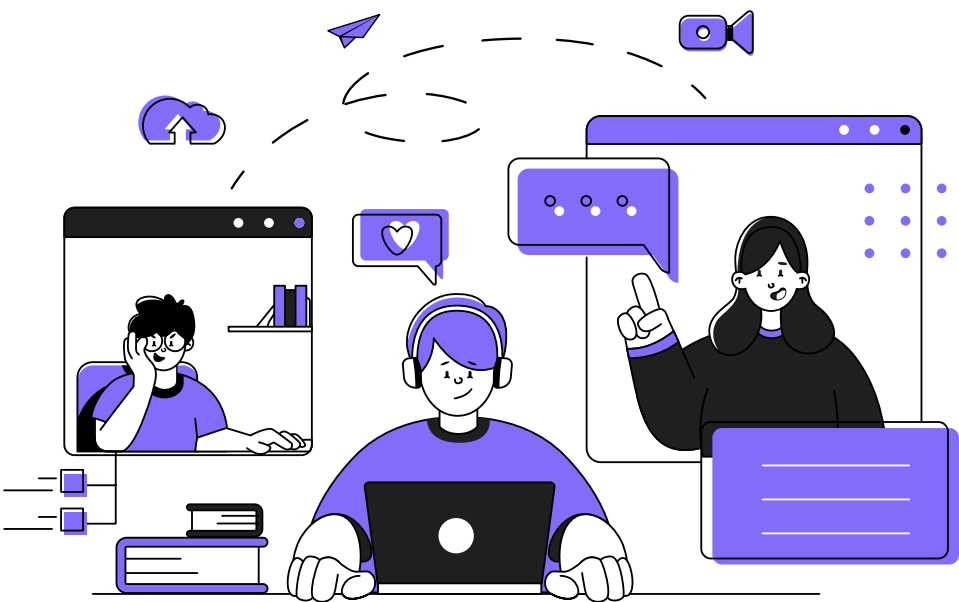
In December 2019, the teams of CMUBS accounting student participated in a video clip competition titled “Code of Conduct for Professional Accountants 2019” organized by the Federation of Accounting Professions under the Thai Royal Patronage. The teams won the second place and the second consolation prize.



In April 2020, a student team took part in a competition on a marketing plan for community titled “Krung Thai White Sprout”. The competition required teams to apply the concept of sufficiency economy, community marketing, and digital marketing to promote a tourist destination ‘Doi Pui’, using social media marketing. The teams created contents on a Facebook Fanpage which received 158,000 views. They won a Public Favorite Award.

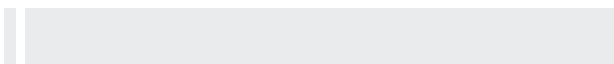
In 2021, a team of CMUBS students from the Service Management Program received a special recognition award in the Creative Champion track from the first “Society for Incentive Travel Excellence (SITE) Thailand” Project.

From the project, eight CMUBS students were selected as Thailand’s first “SITE Thailand Sustainability Ambassador”. The project was organized with the goal to raise awareness and build young-generation leaders for the Meetings, incentives, conferences, and exhibitions (MICE) industry, specifically highlighting the importance of implementing the UN’s sustainability principles and the BCG economic concept.





Research





“ From July 2019 – June 2021: ”

Research articles reflecting the interest in issues of social responsibility and sustainability published by the faculty are as follows:

Relationship between Corporate Social Responsibility Disclosure and Cost of Capital of Companies Listed on the Stock Exchange of Thailand

Nuengkumphorn, S. and Diskulnetivitya, P.

Journal of Management Science, Ubon Ratchathani University, 2019

Corruption in Asia Pacific business organizations: insights on causes, conditions, consequences and treatment

Andrews, T. G., Rowley, C., Nimanandh, K., and Buranapin, S.

Asia Pacific Business Review, 2019

Segmenting and Profiling of Green-consumers in Thai Generation-Y

Tantiprabha, P. and Maneesong, O.

University of Thai Chamber of Commerce Journal, Humanities and Social Sciences, 2019

Business corruption in the Asia Pacific region: recapitulation and prospects

Andrews, T. G., Rowley, C., Nimanandh, K., and Buranapin, S.

Asia Pacific Business Review, 2019

A Study of Japanese Living in Chiang Mai 's Opinions in Enhancing San Kamphaeng Hot Springs Components of Tourism

Pichayakul, P.

Journal of International and Thai Tourism, 2020

Marketing Mix Strategy Development of Ban Lai Kaew Karen Weaving Textile Group, Chiang Mai Province

Pichayakul, P., Mahachaiwong, N., and Srisawat, J.

Area Based Development Research Journal, 2020

Relationship between CSR Disclosure and Financial Performance of Companies Listed on Market for Alternative Investment

Koonsatian, N., Sampet, J. and Inya, P.

Journal of Management Sciences, Suratthani Rajabhat University, 2020

The Effect of Executive's Gender and Age on Human Resource Responsibility

Chaiprasit K., Sukthomya D. and Chetteeraphat A.

Polish Journal of Management Studies, 2020

The Potential Synergistic Benefit of Triple Bottom Line in Business Sustainability and the Moderating Effect of Board Characteristics: Empirical Evidence from Thailand

Kawewong, N. and Diskulnetivitya, P.

Journal of Business Administration, 2020

Website Development for Tourism Promotion and Miang Conservation of Mae Kampong Village

Pichayakul, P. and Phunnarong, S.

BU Academic Review, 2020

MNC response to superstitious practice in Myanmar IJVs: Understanding contested legitimacy, formal-informal legitimacy thresholds, and institutional disguise

Andrews, T. G., Nimanandh, K., Htun, K. T., and Santidhirakul, O.

Journal of International Business Studies, 2020

Guidelines for Production and Marketing Management of Peanut Total-Processing by Community Enterprise: A Case Study of Ban Ton Phueng, Maepong Sub-District, Doi Saket District, Chiang Mai Province

Kowsuvon, K.

Journal of Community Development Research (Human and Social Sciences), 2021



Research Projects



“ From July 2019 – June 2021: ”

Research projects reflecting the interest in issues of social responsibility and sustainability are as follows:

A Comparison Study of Measurements and Results in Alcohol Consumption of Thailand Leading Universities to Find the Best Practice to Solve Alcohol Consumption Problem

Pichayakul, P. et al.

Center of Alcohol Studies, Faculty of Medicine Prince of Songkla University and Thai Health Promotion Foundation, 2019 – 2020

Enforcing and Developing the SME Regular Level in the Northern Thailand

Jangkrajang, W. et al.

The Office of Small and Medium Enterprises Promotion (OSMEP), 2020

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“ From July 2019 – June 2021: ”

Independent studies reflecting the interest in issues of social responsibility and sustainability are as follows:

Sustainable Service Business

Business Plan for Organic Agricultural Tourism Attractions, Pa Sang District, Lamphun Province

Executive MBA

Tourism Marketing Mix Affecting Thai Tourist in Choosing Domestic Eco-Adventure Tourist Attractions in The New Normal

MBA (Marketing)

Expectations of Consumers in Muang Phayao District Towards Service Marketing Mix of Cafes in the New Normal Era

MBA (Marketing)

Expectations of Consumers towards Service Marketing Mix of Movie Theaters in Mueang Chiang Mai District in New Normal Era

MBA (Marketing)

Expectation of Thai Tourists towards Service Marketing Mix of Home Stay Services in New Normal

MBA (Marketing)

Destination Image Towards Chiang Mai Province of Thai Tourists Perception

MBA

Marketing Mix Affecting Decision on Accommodation Selection of Thai Tourists in Chiang Mai Province After Lifting of Coronavirus Disease 2019 Lockdown Restriction

MBA



Work Life Quality

The Evaluation of Job Motivation Achievement of Employees at S. Tengtrirat (Nan) Company Limited Executive MBA

Employee Engagement of Neptune Concept Company Limited Executive MBA

Attitude of Pharmaceutical Sale Representative Towards Impact of Artificial Intelligence on Sales Job in Thailand Executive MBA

Relationship Between Quality of Life and Security of Work Life of Supporting Employees, Chiang Mai University MBA

Factors Affecting Organizational Commitment of Staffs in Department of Nutrition and Dietetics, Maharaj Nakorn Chiang Mai Hospital MBA

Employee Work Motivation of The Faculty of Business Administration and Liberal Art, Rajamangala University of Technology Lanna MBA

Job Embeddedness of Employees at The Electricity Generating Authority of Thailand, Mae Moh Mine, Lampang Province MBA

Attitude Towards Work in the Digital Era of Human Resources Department Employee of Private Companies in Thailand MBA

Work Motivation of Employees at Doi Lo Hospital MBA

Factors of Positive Psychological Capital Affecting Employee Motivation of Corporate Credit Analysts at Kasikorn Bank, Chang Klan Road Branch, Chiang Mai Province MBA

Impact of Employer Brand Attractiveness on Generation Y Employees' Intention to Stay with Software Company in Chiang Mai Province MBA (Marketing)

Learning Organization

Evaluation of Learning Organization by Employees of Chiangmai Ram Hospital Executive MBA

Evaluation of Learning Organization of Quality Ceramic Company Limited Executive MBA

Organization Culture Affecting Learning Organization of Government Saving Bank Department 8 MBA

Organizational Growth

Effects of Lean Practices and Total Quality Management Towards Competitive Advantage and Firm Performance in the Thai Automotive Industry	PhD
Application of Lean Concept to Chemotherapy Service Process at Chiangmai Ram Hospital	Executive MBA
Application of Lean Manufacturing Techniques for Efficiency Improvement in Custom-made Furniture Production of Homikitch Company Limited	Executive MBA
Implementing 5S Methodology in Ruampornmitr Egg Shop, Chiang Mai Province	Executive MBA
Impact of Quality Improvement Tools on Productivity Components of Thai Containers Group Company Limited	Executive MBA
Effect of COVID-19 Towards Performance of Listed Companies in The Stock Exchange of Thailand	MBA

Green Product and Technology

Factors Affecting Decision to Install a Solar Power System for Residential Homes of Consumers in Chiang Mai Province	Executive MBA
User Attitude Towards Electric Tuk Tuk Services in Mueang Chiang Mai District	Executive MBA
Consumer Behavior Towards Payment via QR Payment System of Generation X and Generation Y in Chiang Mai Province During the Situation of Coronavirus Disease 2019 Pandemic	MBA
Marketing Mix Affecting Need of Consumers in Mueang Chiang Mai District Towards Purchasing Electric Vehicle	MBA
Behavior of Consumers in Mueang Chiang Mai District Towards Using Service at Refill Shops	MBA (Marketing)
Factors Affecting Intention to Purchase Smart Bulbs Among Generation Y in Chiang Mai Province	MBA (Marketing)
Influence of Online Channel Influencers Towards Electric Vehicle Brand Trust	MBA (Marketing)
Product Characteristic Factors Affecting Intention to Purchase Menstrual Cup of Consumers	MBA (Marketing)
Factors Affecting Intention to Purchase Plant-based Meat Products of Generation Y	MBA (Marketing)
Product Quality Attributes of Electric Vehicle Affecting Consumers Brand Trust	MBA (Marketing)

Employee Well-being

Happiness at Work of Generation X and Generation Y Supporting Staff, the Faculty of Associated Medical Sciences, Chiang Mai University MBA

Happiness at Work of Generation X and Generation Y Operating Employees in Private Manufacturing Businesses in Chiang Mai Province MBA

Happiness at Work of Generation X and Generation Y State Enterprise Operating Employees in Chiang Mai Province MBA

Happiness at Work of Generation X and Generation Y Operational Government Officials in Chiang Mai Province MBA

Happiness at Work of Generation X and Generation Y Staff at Dararassamee Hospital, Chiang Mai Province MBA

Happiness at Work of Generation X and Generation Y Staff at Aleenta Resort Phang Nga Company Limited MBA

Happiness at Work of Generation X and Generation Y Staff in Bangkok Bank Public Company Limited, Chiang Rai Cluster, North 1 MBA

Happiness at Work of Generation X and Generation Y Operating Employees in Private Service Businesses in Chiang Mai Province MBA

A Study on Savings of Chiang Mai University Employees MBA

A Study on Savings of Payap University Employees MBA

Attitude Towards Mutual Fund Investment of Chiang Mai University Employees MBA

Food Safety

Readiness of Roasted Coffee Bean Producers in Chiang Mai Province to Enhance Quality and Food Safety Standards According to HACCP System Executive MBA

Corporate Governance

Moderating Effect of Corporate Governance and Ownership Structure on Relationship Between Cash Holdings and Firm Performance MS Finance

An Assessment of Outcomes ON 2019 Commitment

2019 Commitments	Status	Performance
Establishing a volunteer club to be a platform for student's social work activities, other than those required under the Learning Through Activities course (706101).	Achieved	The CMUBS student club was developed in 2019 to offer students with various volunteering projects that are echoing the need of the society and the students' diverse skills and interests. The club's activities include "Sampao Noi Creates Smiles/ Sampao Noi Shares Love", "Urban Farming", and "Forest Fire Control".
Developing a student dashboard to track and report all students' skills necessary to achieve learning goals.	Achieved	A learning dashboard system was developed to support the curriculum management and assurance of student learning. The dashboard instantly tracks and reports individual student's skills, identifies their enrolled courses and performance in each learning goal, and summarizes their performance into an overall-comparison/spider chart.

Key Objectives for the Next 24-months Period

Advancing the CMUBS student club with cooperation beyond the campus

To enhancing the school's mission to produce graduates with ethics and social consciences, the CMUBS student club intends to build a cooperation network beyond the campus by strengthening the collaborations with volunteers in CMUBS and building networks with other faculties in CMU as well as organizations in the community.

Improving student learning dashboard system to capture core competencies and add a function of advisor /instructor dashboard

To ensure our commitment to produce socially responsible and high-quality graduates, CMUBS student learning dashboard will improve its system to be based on their core competencies instead of outcomes. Plus, an advisor/ instructor dashboard will be added to support the curriculum management and assurance of learning.



SIP *2019-2021*

Sharing Information on Progress