

Responsible Management Report 2023

Sharing Information on Progress (SIP) 2021-2023





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2021-2023

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LETTER FROM THE DEAN

Assistant Professor Dr. Khongphu Nimanandh

Chiang Mai University Business School's commitment to the Seven Principles of Management Education and the Sustainable Development Goals (SDGs) has been continuously channeling us in fulfilling and progressing our mission. We constantly perform the principles to all the school's activities 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 schools in the world. The accreditation also reflects that our mission in striving to produce graduates who are morally and socially conscious is principally important, and it roots in the school's teaching, extracurricular activities, and learning process. Following the Seven Principles, we therefore, continue to set evidence of:

Producing graduates with ethics and social consciences

Offering close-to-practice knowledge

Ensuring managerial excellence through education, research, and academic services.



Our **fifth 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 Principles for Responsible Management Education

an initiative of the United Nations Global Compact

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 by drawing attention to the Sustainable Development Goals (SDGs) and aligning academic institutions with the work of the UN Global Compact.

PRME'S VISION TO create a global movement and drive thought leadership on responsible management education

PRME'S MISSION TO transform management education and develop the responsible decision-makers of tomorrow to advance sustainable development

THE SEVEN PRINCIPLES

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



PURPOSE

We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.



VALUES

We place organizational responsibility and accountability to society and the planet at the core of what we do.



TEACH

We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.



RESEARCH

We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.



PARTNER

We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.



PRACTICE

We adopt responsible and accountable management principles in our own governance and operations.



SHARE

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.

PRME HIGHLIGHTS AT CMUBS

2021

2023

- **Improving** air purification system to handle the dust and smog problem occurring annually
- **Offering** PM2.5 Shelter
- **Offering** more working spaces for students and staffs
- **Offering** health check-ups and professional development to all staffs
- **Courses** integrating teaching with academic services to communities
- **Continuing** long-term social work project
- **Integrating** teaching with organizational improvement
- **Introducing** a learning dashboard displaying student core competencies
- **Implementing** action-learning courses for business sustainability
- **Staffs** conducting academic services projects on sustainable development
- **Initiating** social responsibility projects (Social Innovation)
- **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

FOUNDED:

December 19, 1992

EMPLOYEES:

57 teaching faculty

–2023

59 professional staffs

–2023

STUDENTS:

2,723

–2023

ACCREDITATION & MEMBERSHIP:

BGA

–since 2023

AACSB

–Accredited since 2021

AAPBS

–since 2016

PRME

–since 2013

UNDERGRADUATE PROGRAMS:

4

Accountancy

–Accountancy

–Accountancy International Program

Business Administration

–with 3 concentrations

Business Administration

–Service Business Management

GRADUATE PROGRAMS:

6

5 master's degree

1 doctoral degree

–in 4 concentrations

RESEARCH AND TRAINING PROGRAMS:

MIC–Management Innovation Center

STUDENT DEVELOPMENT SUPPORT:

CSC–Career Success Center

CMUBS Care You



**STRATEGY
AND
CMUBS
PRACTICES**

VISION

VISION

The Business School of Pride

MISSION

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 CORE VALUES 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:

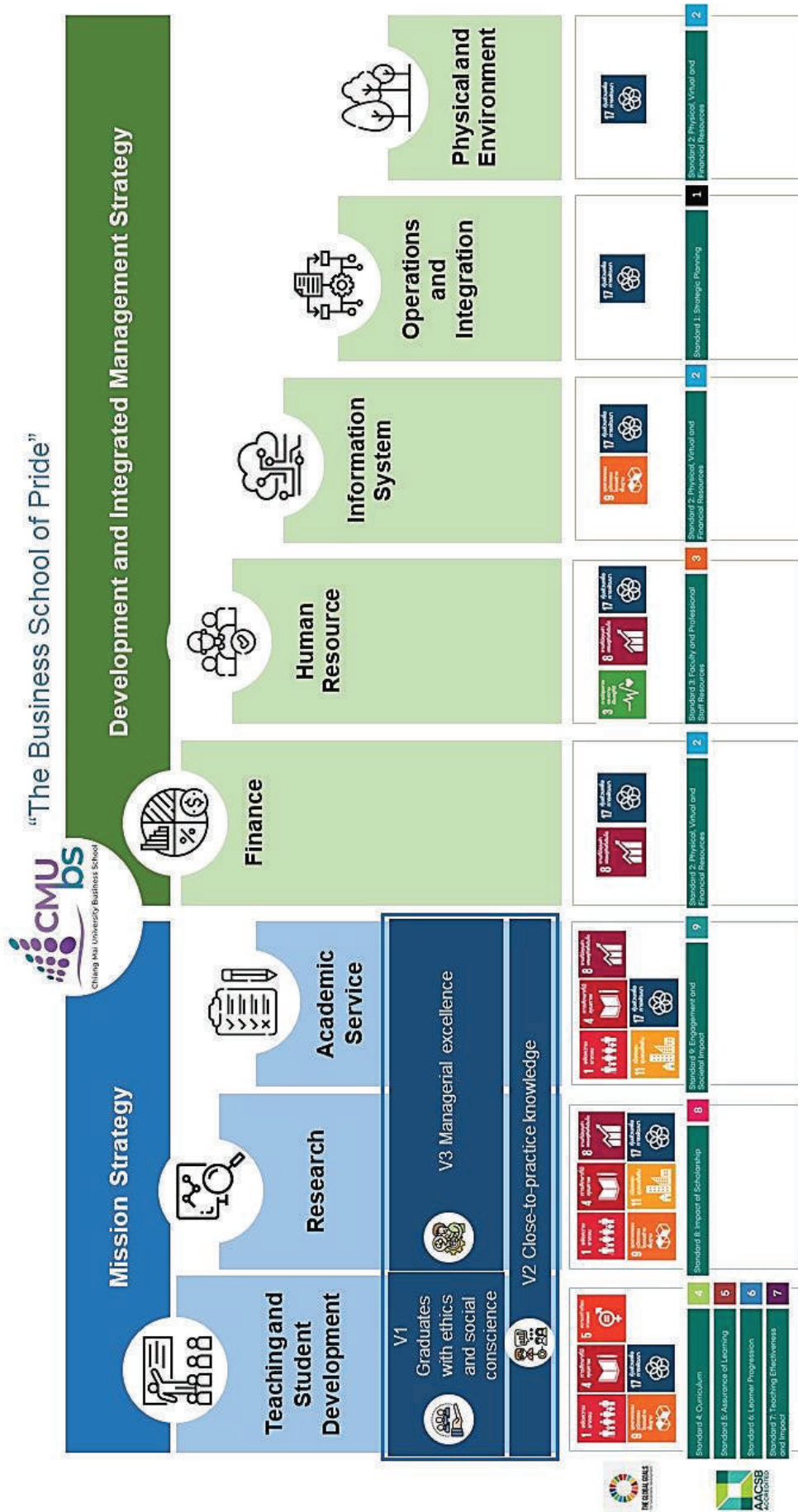
- **ICs Impact** or the contribution and beneficial consequences of the scholarly and creative activities that makes to affect academic community.
- **Teaching Impact** or the contribution of teaching practices for academic performance and career success of graduates.
- **Societal Impact** or the effect 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 Seven principles as our foundation, shaping all policies and activities of the school since 2013.

VALUE 1		<ul style="list-style-type: none"> • Human Resources • Information System • Physical and Environment • Finance • Operation and Integration
		<ul style="list-style-type: none"> • <i>Teaching</i> • <i>Student development</i>
Graduates with ethics and social conscience		ENGAGEMENT
VALUE 2		<ul style="list-style-type: none"> • <i>Teaching</i> • <i>Student development</i> • <i>Research</i> • <i>Academic services</i>
		
Close-to-practice knowledge		INNOVATION
VALUE 3		<ul style="list-style-type: none"> • <i>Research</i> • <i>Academic services</i>
	Managerial excellence	

Mission strategy and development and integrated management strategy of CMUBS are linked to the SDGs, as seen below.



CMUBS PRACTICES

Environmental sustainability during 2021 - 2023



Faculty Space Greening



Maintaining green spaces in the faculty, such as common areas and balconies, as part of our **horizon garden**.

Keeping our physical environment to be eco-friendly, adequate, and safe for staff and students, such as continuing the use of LED 12 W long bulbs and a solar cell system, keeping the air conditioner in good condition



Improving the air purification system efficiency to handle the dust and smog problem occurring annually by placing an air purifier in over 40 rooms including every study room, meeting rooms, all office, and installing an air curtain in over 30 study rooms and meeting rooms.





Encouraging teaching faculty to notify the cancellation of study room usage when teaching is switched to online approach (as a part of flipped classroom learning method).

Maintaining the provision of eco-friendly, up-to-date tools and equipment for staffs and students for online or hybrid teaching and meeting methods (e.g., electronic board, smart podium, smart video camera)

ตาราง 1

ลำดับ	ชื่อห้อง	08:00-08:30	08:30-09:00	09:00-09:30	09:30-10:00	10:00-10:30	10:30-11:00	11:00-11:30	11:30-12:00	12:00-12:30	12:30-13:00	13:00-13:30	13:30-14:00	14:00-14:30	14:30-15:00	15:00-15:30	15:30-16:00	16:00-16:30	16:30-17:00	17:00-17:30	17:30-18:00	18:00-18:30	18:30-19:00	19:00-19:30	19:30-20:00
1	ห้องประชุม 6 ชั้น 6																								
2	ห้องประชุม อาคาร 6																								
3	ห้องประชุม 2																								
4	ห้องประชุม 3 (Copper)																								
5	ห้องประชุมอื่น																								
6	ห้องปฏิบัติการคอมพิวเตอร์ ชั้น 1																								
7	ห้องปฏิบัติการคอมพิวเตอร์ ชั้น 2																								
8	ห้อง 1221 (MBA 1)																								
9	ห้อง 1222 (MBA 2)																								
10	BAB 1311																								
11	BAB 1312																								
12	BAB 1313																								
13	BAB 1314																								
14	BAB 1321																								



Working Spaces



Continue on providing additional space for students, teaching faculty, and staffs to learn and work (e.g., more co-working spaces at the library).

Offering PM2.5 Shelters spaces for students and staffs as safe areas from smog issues occurring in Chiang Mai annually.



COVID-19

Screening & Defending System



CMUBS collaborates with Sriphat Medical Center in arranging **COVID-19 screening day**, offering an ATK test performed by medical staffs for all employees.

Temperature assessment devices and alcohol gels provision are continued to be implemented in every space.



Waste Management

Systematically manage the waste and sewage disposal system.

ขยะแต่ละชิ้น จะนำไปทิ้งที่ไหนดีนะ ?

ขยะที่ย่อยสลายไม่ได้ รีไซเคิลยาก แต่ไม่เปื้อนพิษ ขยะทั่วไป	ร่องรับขยะที่น้ำเสีย ย่อยสลายได้เร็ว นำมากำจัดทำปุ๋ยได้ ขยะเปียก	สามารถนำมารีไซเคิล หรือขายได้ ขยะรีไซเคิล	ขยะที่มีอันตรายต่อ สิ่งมีชีวิต สิ่งแวดล้อม ขยะอันตราย

Social sustainability

during 2021-2023

QCC and Kaizen Activities

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



Health screening and Defending welfares

Influenza vaccinations provided to faculty and staffs at all levels.

Individual accident and health insurance policy provided to faculty and staffs at all levels.



Annual Health Check-up

A full health check-up service is provided for all staffs at the school every year. The service cost mostly is 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.

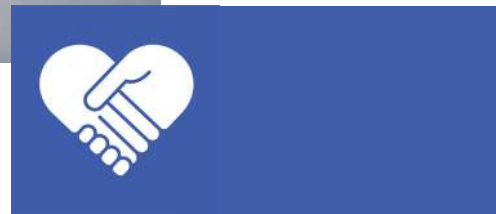
A training and workshop on personal finance planning is organized for faculty staffs to assist the staffs in evaluating their financial health and managing their finance properly.



EDUCATION



COURSE DEVELOPMENT AND OPERATION



Undergraduate Programs

Integrating teaching with academic services

CMUBS designs a comprehensive learning process that is adaptable to contemporary learning strategies of the school. We found that the key to the success of learning is the learner's ability to self-study, not being reliable on the instructor as the traditional practice. **Action learning** is the answer to the need of present-day learning.

Collaborative and action 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.

Seminar Projects are conducted to ensure an integration of teaching and academic services for the benefits and sustainability of local communities. For example, the accounting project for community sustainability course and Seminar in Accounting course are taught using an **action learning** method. The courses include a cooperation of 17 teaching faculties. In an academic year of 2021-2023, the courses are with up to 28 communities.

Examples

Based on the Dokkham Organic Enterprise Group's background problem in 2021, a group of students developed an accounting system and setting up a guidance for calculating organic rice production costs. Students started by interviewing executives and business internal stakeholders of their accounting issues before developing their plan to ensure the new system can be implemented in the long term. This project answers to SDG1 and 8.



โครงการ พัฒนาการจัดทำบัญชีและวางแนวทางการคำนวณต้นทุนการผลิตข้าวอินทรีย์ของกลุ่มวิสาหกิจอินทรีย์ดอกคำ

ข้อมูลทั่วไป	ประวัติโดยสังเขป	ลักษณะการดำเนินงาน	ปัญหาของทางวิสาหกิจ
	วิสาหกิจอินทรีย์ดอกคำ ก่อตั้งเมื่อปี พ.ศ.2539 ในรูปแบบคณะบุคคลที่ไม่ใช่นิติบุคคล เพื่อแก้ไขปัญหาอินทรีย์ และทำการช่วยเหลือชาวบ้านภายในพื้นที่ชุมชนอำเภอพร้าวจังหวัดเชียงใหม่	<ul style="list-style-type: none"> ผลิตข้าวสารบรรจุถุง รับบริการสีข้าว จำหน่ายพืชผลการเกษตร 	<ol style="list-style-type: none"> จัดทำบัญชีด้วยมือทำให้มีข้อผิดพลาดและใช้เวลานาน ไม่มีแนวทางในการคำนวณต้นทุนข้าวที่ชัดเจน

“ กลุ่มวิสาหกิจ มีเป้าหมายอย่างชัดเจน นั่นคือ เพื่อพัฒนาคุณภาพชีวิตสมาชิกเกษตรกรให้อยู่รอดและสามารถพึ่งพาตนเองได้ ”

1. ระบบบัญชี

พัฒนาการจัดทำบัญชีของกลุ่มวิสาหกิจอินทรีย์ดอกคำให้อยู่ในรูปแบบบัญชีออนไลน์ เพื่อลดข้อผิดพลาดในการจัดทำบัญชีและลดระยะเวลาในการจัดทำรายงานแสดงรายรับ-รายจ่ายประจำวัน

- ศึกษาการดำเนินงานของวิสาหกิจ
- กำหนดสมุดบัญชีและเอกสารต่าง ๆ ในโปรแกรมบัญชีออนไลน์
- จัดทำสื่อการสอนรูปแบบวิดีโอพร้อมคู่มือให้ทางวิสาหกิจ
- สอนการใช้งานและการลงรายการเพิ่มเติม

ประโยชน์ที่วิสาหกิจ ได้รับ

“ วิสาหกิจ มีการทำบัญชีที่เป็นระบบมากขึ้น บันทึกรายการค้าที่เกิดขึ้นได้อย่างถูกต้อง ลดข้อผิดพลาดลดระยะเวลาในการจัดทำรายงานทางการเงินที่เกี่ยวข้อง และเข้าถึงข้อมูลทางบัญชีได้ตลอดเวลา ”

2. ค่าวมต้นทุน

วางแนวทางการคำนวณต้นทุนการผลิตข้าว โดยใช้โปรแกรม Microsoft Excel ช่วยในการคำนวณต้นทุน

- ศึกษาการกระบวนการผลิตของสินค้าแต่ละชนิด
- ออกแบบ Excel และเอกสารการคำนวณต้นทุน
- จัดทำสื่อการสอนรูปแบบวิดีโอพร้อมคู่มือให้ทางวิสาหกิจ
- สอนการใช้งานและการลงรายการเพิ่มเติม

ประโยชน์ที่วิสาหกิจ ได้รับ

“ วิสาหกิจ ได้แนวทางการคำนวณต้นทุนการผลิตข้าวที่ชัดเจน เป็นระบบช่วยลดระยะเวลาในการคำนวณต้นทุน และสามารถนำข้อมูลต้นทุนที่ได้ไปใช้ประโยชน์ต่อได้ ”

THE GLOBAL GOALS

กลุ่มวิสาหกิจ ตั้งขึ้นโดยมีเป้าหมายเพื่อให้ความรู้แก่เกษตรกรและได้มาซึ่งอาหารปลอดภัยเพื่อสุขภาพการบริโภค

ถ่ายทอดองค์ความรู้ไปยังคนในชุมชน สร้างภูมิปัญญาและเรียนรู้ร่วมกันจนสามารถทำการเกษตรหาเลี้ยงชีพได้

In 2022, a group of accounting students found that Monkey Organic Farm faced problems of lacking the understanding of actual costs of each vegetable and being unable to set a financial plan. These result in the business failing to efficiently plan their production, set up proper selling prices, and to correctly manage their daily income and expenses. The students worked closely with the executives to develop a cost-calculation form and an income-expenses form. This project answers SDG2, 8, 12 as shown below.

โครงการ การคำนวณต้นทุนผักเพื่อการวางแผนการผลิต และกำหนดราคาขายของกิจการ มังกี้ ออร์แกนิกฟาร์ม

ลักษณะธุรกิจ

ปลูกและจำหน่ายผักออร์แกนิก

ปัญหาของกิจการ

- 1. กำไรขาดบัญชี
- 2. กิจการไม่สามารถตั้งใบวางแบบ กรมศุลกากรและกำหนดราคาขายที่ตรงกับต้นทุนได้
- 3. กิจการไม่สามารถวางแบบ กรมศุลกากรได้
- 4. กิจการไม่สามารถติดการบัญชี-โรง ห้างที่กักตุน และมีสำเนาส่งคลังที่ขาย ที่ไม่เข้าบัญชีไม่ได้

วัตถุประสงค์

- 1. เพื่อให้ผู้ประกอบการที่จัดทำบัญชีของผักแต่ละชนิด สามารถตั้งใบวางแบบการผลิตและ กำหนดราคาขายได้
- 2. เพื่อให้ได้ข้อมูลรายรับ-รายจ่ายที่ทำได้ประกอบการสามารถนำไปใช้ในการวางแผนการดำเนินงานกิจการ

วิธีการดำเนินงาน

ผลการดำเนินงาน

ส่วนที่ 1 : แบบฟอร์มการคำนวณต้นทุนผักแต่ละชนิด
 จากการรับแบบฟอร์มจากผู้บัญชีดังกล่าวได้ เป็นเวลา 1 สัปดาห์ พบว่าผู้ทำบัญชีทำใบวางแบบการผลิต และ สามารถใช้ตามแบบฟอร์มที่คำนวณต้นทุนผักได้จนทั่วทุกตัว รวมถึงได้ปะติดปะต่อรายการค่าใช้จ่ายตามรายการผลิตและ คำนวณต้นทุนใบแบบฟอร์มที่คำนวณผักแต่ละชนิดได้

ตัวชี้วัด 1 ข้าราชการสามารถคำนวณต้นทุนผักได้อย่างถูกต้อง	99.97%
ตัวชี้วัด 2 ผู้ประกอบการสามารถเข้าถึงข้อมูลของระบบบัญชี	90.00%
ตัวชี้วัด 3 ความพึงพอใจต่อการใช้งานของแบบฟอร์มการคำนวณต้นทุนผักของผู้บัญชี	9.00%
ตัวชี้วัด 4 ความพึงพอใจของฝ่ายบัญชีที่คำนวณต้นทุนผัก	9.00%

ส่วนที่ 2 : แบบฟอร์มรายขายรายรับ-รายจ่าย
 ผู้จัดทำมีการเรียนรู้ด้วยตัวเอง เนื่องจากผู้ทำบัญชีมีการเรียนที่ภาษาอังกฤษ - รายจ่ายเป็นเงินแต่เป็นการบันทึกบัญชีเป็นเงินบาทของธุรกิจ จากนั้นผู้จัดทำจึงปรับปรุงจากงานที่ศึกษาข้อมูลในแบบกระดาษมาเป็นระบบบันทึกใบใบในระบบโปรแกรม (Microsoft Excel) จึงผู้จัดทำจะออกแบบฟอร์ม 1316 ชุดการกรอกคำนวณต่างๆ โดยสามารถใช้งานได้กับแบบฟอร์มการคำนวณต้นทุนผักแต่ละชนิด

ตัวชี้วัด 1 ความพึงพอใจต่อการใช้งานแบบฟอร์มรายรับรายจ่าย	9.00%
ตัวชี้วัด 2 ความพึงพอใจต่อการใช้งานแบบฟอร์มรายจ่าย	9.00%

SDGs

- 2. การลดความหิวโห้งและภาวะขาดสารอาหาร
- 8. ส่งเสริมการเติบโตทางเศรษฐกิจอย่างยั่งยืน
- 12. การบริโภคและการผลิตที่ยั่งยืน

ผลการดำเนินงานโดยรวม

บรรลุตามวัตถุประสงค์

- ตามวัตถุประสงค์ข้อที่ 1: "ผู้ประกอบการสามารถตั้งใบวางแบบการผลิตและ กำหนดราคาขายได้"
- ตามวัตถุประสงค์ข้อที่ 2: "ผู้ประกอบการสามารถนำข้อมูลไปใช้ในการวางแผนการเงินของกิจการได้"

Also, every academic year, the **Seminar in Management** course combines 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 developing 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

A group of students worked with Tung Kaew (Lamphun) Company Limited in developing a waste management system. The aim was to manage the cost attached from the business waste and the issue of conducting EOQ. By adopting the lean management theory and visual control theory, the students managed stock expiration dates and shelf-life to reduce unvalued items or waste from inventories. And the students initiated the calculation of product demand and EOQ analysis for the business to be implemented before restocking the product to the warehouse. The ABC analysis was employed and acknowledged to employees for their shelf management. The students recommended an efficient reporting system (stock card) and a schedule to recheck the stocks twice a month.



The **Seminar in Finance** course, in 2021, collaborated with Heng Leasing and Capital Public Company Limited in organizing "Young Analyst Competition CMUBS 2021-2022". The purpose was to encourage students to apply the financial theories to real-world business problems and to develop business analytical skills. The activity included having the students conduct equity research of companies listed on the Stock Exchange of Thailand. Guest speakers were invited from Heng Leasing executives to lecture on overall picture of the industry, strategies, and the company's performance.

The **Sustainable Business Management** course also organized an activity to present students' work, which was carried out in collaboration with entrepreneurs in 3 areas of Chiang Mai Province, namely Ban Mueang Kung Community Enterprise, Paradorn Innosis Company Limited, and Umbrella Making Center Company (1978) to support business sustainability, local business development, and to help entrepreneurs in the area. The objective was to enable students to analyze social issues in business management for sustainability and create effective solutions to social problems including creating learning experiences from real situations. The activity was funded by the Center for Teaching and Learning Innovation. Chiang Mai University (TLIC) under the project to promote new learning management that is consistent with the 21st century. The CMU executives and entrepreneurs attended the presentation and gave fruitful suggestions to students.



Moreover, in the **Application of Strategic Marketing** course, students learned from an expert in architectural design, landscape design, and creative Lanna strategy under the topic of "Strategy for business in pursuing creative Lanna approach". Students get to learn about the application of marketing knowledge that can be strategically perform in the business or activities related to Lanna, which is traditional culture or folk wisdom of Chiang Mai, Thailand.



Integrating teaching with community service

The **Skills for Socially Responsible Manager course** offers by the Career Success Center. In groups, students participate in activities that enhance their voluntary and social-conscious mindset, as well as essential skills for self-development for future career. 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 develop a civic literacy skill, 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 society.

In this 135-hour course, covering students' 4 years of study in their undergraduate program,

students are required to undertake:

66 hours of activities related to voluntary and social-conscious development.

24 hours of student development activities

27 hours of voluntary activities, and

15 hours of social work project

69 hours of activities related to essential skills development for future career.

The course involves mainly with two parts

PART ONE

Social Innovation through voluntary and social activities

Students are required to attend activities organized by the student club, department activities, student camp during year 1-4, voluntary activities in local areas, and other faculty's activities. A range of activities are suggested including developing abandoned areas to a better use and cleaning public areas in Chiang Mai.

Under the **Social Innovation project** (Social work project), teams of 25-35 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 does 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 here:

YEAR 2

Semester 1

The project assigned. Consult the community leaders to find key issues and plan the project.

YEAR 2

Semester 2

Presenting a proposal to the school.

YEAR 3

Semester 1

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

YEAR 3

Semester 2

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

YEAR 4

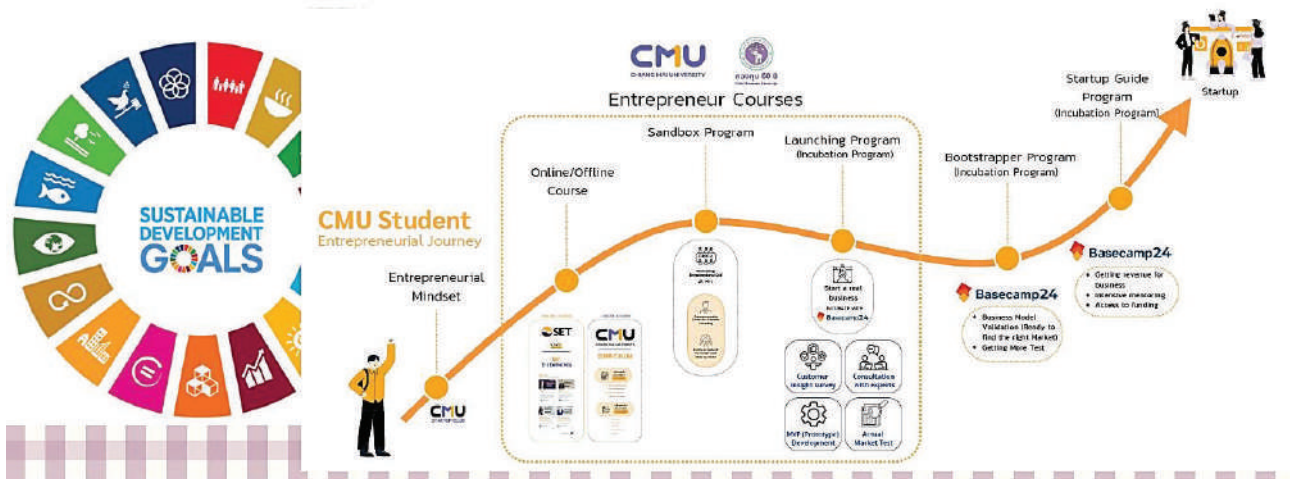
Complete the project and presentation

From 2022, CMUBS offers a **Business Innovation and Startup** theme as part of the social innovation project to develop students' skills on creating innovative business and startups that benefit the society at large, following the 17 themes of SDGs. The project journey is shown below.

กิจกรรมพัฒนาสังคม (Social Innovation)
***** นักศึกษา ต้องเข้าร่วมทุกคน *****

CMUBS SUSTAIN Z 2023: SDGs

โครงการพัฒนานักศึกษาเพื่อสร้างทักษะด้านนวัตกรรมทางธุรกิจและทักษะการเริ่มต้นสร้างธุรกิจ Business Innovation and Startup



Students are trained with experts to grow an entrepreneurial mindset through online and offline courses. They learn the concept of business model canvas, work closely with their supervisors (from all departments), and pitch their business model several times to receive comments and feedback for improvement. Through this project, students are able to adapt their business knowledge to rectify the problems for society in a sustainable way.



In March 2023, CMUBS organized a business plan presentation competition, **Pitching Final Round**, for the 2nd year students to present techniques, ideas or startup businesses. The event includes writing business plans to help develop communities and society. CMUBS invited experts from the Northern Science Park as a judge together with Deputy Dean of faculty.

There were as many as 52 student teams applying to compete. The competition was held to select only 25 student teams to enter the Pitching Final Round. The activity is considered to be the students' development of organizing social activities by applying technological knowledge to develop and solve social problems. It also reflects responsibility towards the community and society in another form.



PART TWO

Career Success Center Activities

Students can attend seminars that introduce local and international companies, seminars that guide them on preparing for job applications, talks from alumni, workshops, company visits, and other events from the university network.

รูปแบบกิจกรรมของ CSC



Online Hybrid
On-Site เพื่อการพัฒนาอย่างยั่งยืน

Special Talk/ Workshop

- อบรมด้านภาษาอังกฤษ โดยวิทยากรผู้เชี่ยวชาญ
- อบรมด้านภาษาอังกฤษ เพื่อเตรียมความพร้อมก่อนสอบ TOEFL
- อบรมด้านภาษาอังกฤษ เพื่อเตรียมความพร้อมก่อนสอบ IELTS
- อบรมด้านภาษาอังกฤษ เพื่อเตรียมความพร้อมก่อนสอบ SAT
- อบรมด้านภาษาอังกฤษ เพื่อเตรียมความพร้อมก่อนสอบ GRE



Activity เครื่องจักรพัฒนา Company Presentation

- 4 Big ในเครือของเครือบริษัท Thai PwC, EY, KPMG และ Deloitte
- Hotel Group, Airline Group, Bank Group
- หน่วยงานอื่นๆ



การลงมือปฏิบัติ ศึกษาจากนอกสถานที่

- อบรมด้านภาษาอังกฤษ
- อบรมด้านภาษาอังกฤษ Public Speaking
- อบรมด้าน Design Thinking
- อบรมด้าน Interview
- อบรมด้าน Data Science
- อบรมด้าน Data Crawling



กิจกรรมสัมมนาออนไลน์ CMUBS (Virtual) Career Fair

- อบรมด้านภาษาอังกฤษ
- อบรมด้านภาษาอังกฤษ Public Speaking
- อบรมด้าน Design Thinking
- อบรมด้าน Interview
- อบรมด้าน Data Science
- อบรมด้าน Data Crawling

Examples of the activities

- How to complete a job interview to win the boss talk
- Make-up techniques for daily use and special occasions workshop
- English skills tutorials
- Tricks and tips for professional English speaking workshop
- Skills for tomorrow: To be a young success in new business talk

etc.





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. The action learning teaching integrates teaching and academic services focusing on creating a positive teaching & societal impact.

In 2021, the program invited 6 businesses to participate in the activity. The firms were from various industries including agriculture, beverage, spa, hospitality, restaurant, and food delivery. Some of the entrepreneurs of the invited business were alumni. In 2022, the program invited 6 businesses to participate, including businesses in local organic agricultural goods, food, furniture, transportation, and beverages industries. And, in 2023, the program invited 8 businesses in hospitality, food, farming management, agriculture, construction, pet healthcare, and education service industries to participate in the action learning activity.

Graduate Programs

Action learning for business sustainability

Throughout these years, students are offered the opportunity 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. All student groups presented their business plan to the executives of the businesses and gained suggestions from managerial experts.

In 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 the main discussion on solving business problems and ensuring 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 to participate in offering marketing problems. In 2023, the entrepreneurs are from various industries, ranging from retailers in automotive, fashion and beauty, electrics, furniture, and food services industries. Therefore, the course also brings real-life marketing problems to the class. The instructor provides advice on marketing analytics plans and guidelines 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 in their own business. The outcomes thus must secure sustainability of marketing function and business.



Courses focusing on sustainable development.

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 sustainable development and ethics.

ACCOUNTING

- Sustainability, Climate Change, and Corporate Governance
- Seminar in Accounting
- Accounting Project for Community Sustainability
- Managerial and Cost Accounting

Example of activities

group reports/projects on sustainability, assignment on sustainability, class discussion on sustainability, additional research on sustainability, projects development with entrepreneurs or community representatives

FINANCE

- Seminar in Finance
- Research in Finance
- Introduction to Entrepreneurial Finance
- Corporate Finance II
- Insurance
- Business Finance I and II
- Financial Planning and Control
- Python for Financial Analysis and Investment Management

Example of activities

assignment on sustainability, class discussion on sustainability, projects development with entrepreneurs or community representatives

MANAGEMENT

- Business Ethics
- Principles of Management and Organization
- Operations and Supply Chain Management
- Business Research Methods
- Introduction to Entrepreneurship and Business
- Statistics and Data Analytic
- Production and Operations Management
- Creativity and Innovation Management
- International Business Management
- Seminar in Management
- Quality Improvement Through 5S
- Introduction to Hospitality and Tourism Management
- Selected Topics in Management
- Selected Topics in Service Business Management
- Leadership and Service Business Ethics

Example of activities


group reports/projects on sustainability, assignment on sustainability, class discussion on sustainability, additional research on sustainability, projects development with entrepreneurs or community representatives

FINANCE

- Marketing Principles
- Customer Relationship Management
- Principles of Marketing Research
- Tourism Marketing
- Seamless Customer Experience Management
- Hospitality Service Marketing
- Product and Price Strategy
- Marketing Channels of Distribution
- Marketing for Innovation
- Strategic Marketing and Marketing Analytics
- Retail Management
- Marketing Analytics

Example of activities

assignment on sustainability, class discussion on sustainability, additional research on sustainability, projects development with entrepreneurs or community representatives



STUDENT CORE COMPETENCY

From CMUBS mission, the school put full efforts in creating and delivering the values to educate our graduates to meet the desired educational qualities. Therefore, 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.

The goal of CMUBS is to develop and keep track of students core competencies. The school develop a learning dashboard system to constantly and instantly report students' competencies, including the aspect of **Ethical and Social Responsibility** which is set as **Competency Goal 2** (previously known as Ethical Issues and Social Problems in Learning Goal 4, the measurement transforms from learning goals to competency goals as part of new AACSB standard). The dashboard is in the progress of collecting data from all instructors from all programs. It aims to keep track of individual students' performance in courses that measure and trace the assurance of learning (AOL).



COMPETENCY GOALS
Bachelor of Accountancy Program
(B.Acc.)

CC 1 **1 : Business Knowledge**
Able to explain the concept of accounting principles and apply it in business
LEARNING OBJECTIVES
1.1 Explain the concept of accounting principles
1.2 Apply knowledge of accounting in business

CC 2 **2 : Ethical and Social Responsibility**
Able to choose appropriate options regarding ethical issues and social responsibility
LEARNING OBJECTIVES
2.1 Propose solutions for ethical issues
2.2 Provides ways to solve social responsibility problems

CC 3 **3 : Problem Solving**
Able to decide on a course of action to solve accounting problems
LEARNING OBJECTIVES
3.1 Identify important accounting issues
3.2 Apply data to solve problems effectively
3.3 Make a decision on choosing a method to solve problems

CC 4 **4 : Digital Literacy**
Able to choose digital technology that is appropriate for accounting tasks
LEARNING OBJECTIVE
4.1 Use digital technology in accounting work effectively

CC 5 **5 : Collaboration and Communication**
Able to communicate effectively
LEARNING OBJECTIVES
5.1 Collaborate with others
5.2 Use media to present information effectively
5.3 Present through verbal communication

CMU BS AACSB ACCREDITED

COMPETENCY GOALS

Bachelor of Accountancy Program (International Program) (B.Acc (Inter))

CC 1 1: Business Knowledge

Able to explain the concept of accounting principles and apply it in business

LEARNING OBJECTIVES

- 1.1 Explain the concept of accounting principles
- 1.2 Apply knowledge of accounting in business

CC 2 2: Ethical and Social Responsibility

Able to choose appropriate options regarding ethical issues and social responsibility

LEARNING OBJECTIVES

- 2.1 Propose solutions for ethical issues
- 2.2 Provide ways to solve social responsibility problems

CC 3 3: Problem Solving

Able to decide on a course of action to solve accounting problems

LEARNING OBJECTIVES

- 3.1 Identify important accounting issues
- 3.2 Apply data to solve problems effectively
- 3.3 Make a decision on choosing a method to solve problems

CC 4 4: Digital Literacy

Able to choose digital technology that is appropriate for accounting tasks

LEARNING OBJECTIVE

- 4.1 Use digital technology in accounting work effectively

CC 5 5: Collaboration and Communication

Able to communicate effectively

LEARNING OBJECTIVES

- 5.1 Collaborate with others
- 5.2 Use media to present information effectively
- 5.3 Present through verbal communication

CMU BS AACSB ACCREDITED

COMPETENCY GOALS

Bachelor of Business Administration Program (B.B.A.)

CC 1 1: Business Knowledge

Able to explain the concept about function and environment of business and able to apply

LEARNING OBJECTIVES

- 1.1 Explain the concept about function and environment of business
- 1.2 Apply business principles in various situations and environments

CC 2 2: Ethical and Social Responsibility

Able to specify ethical issues and social responsibilities under various situations and able to apply ethical and social responsibility concepts to propose solutions for business issues

LEARNING OBJECTIVES

- 2.1 Specify ethical issues and social responsibilities under various situations
- 2.2 Apply the concept of ethics and social responsibility to provide suggestions for solving problems in a business context

CC 3 3: Problem Solving

Able to search for information, analyze, and make decisions to solve business problems

LEARNING OBJECTIVES

- 3.1 Search for information to solve business problems
- 3.2 Analyze business problems
- 3.3 Make decisions to resolve business problems

CC 4 4: Digital Literacy

Able to appropriately use digital technology in business

LEARNING OBJECTIVE

- 4.1 Appropriately use digital technology in business

CC 5 5: Collaboration and Communication

Graduates can work in a team and communicate effectively on business-related topics

LEARNING OBJECTIVES

- 5.1 Able to work in a team
- 5.2 Communicate business-related topics

CMU BS AACSB ACCREDITED

COMPETENCY GOALS

Bachelor of Business Administration Program in Service Business Management (B.B.A. (SBMT))

CC 1 1: Business Knowledge

Able to explain the concepts about the role and environment of the service business and its practical uses

LEARNING OBJECTIVES

- 1.1 Explain the concept of the role and environment of the service business
- 1.2 Apply business service principles in various situations and environments

CC 2 2: Ethical and Social Responsibility

Able to identify ethical issues and social responsibilities under various situations and be able to apply ethical and social responsibility concepts to provide solutions to problems in a business context

LEARNING OBJECTIVES

- 2.1 Identify ethical issues and social responsibility in various situations and contexts
- 2.2 Apply ethical and social responsibility concepts to offer solutions to problems in the business context

CC 3 3: Problem Solving

Able to search for, analyze, and make decisions to solve business problems

LEARNING OBJECTIVES

- 3.1 Search for information to use in solving business problems
- 3.2 Analyze business problems
- 3.3 Make decisions to solve business problems

CC 4 4: Digital Literacy

Able to use digital technology in business effectively

LEARNING OBJECTIVE

- 4.1 Use digital technology in service business in an appropriate manner

CC 5 5: Collaboration and Communication

Graduate can work as a team and communicate effectively on business topics

LEARNING OBJECTIVES

- 5.1 Work in a team effectively
- 5.2 Communicate business-related topics

CC 6 6: Professionalism

Students possess professionalism in a service context

LEARNING OBJECTIVES

- 6.1 Creating a good first impression: students are able to present themselves effectively from the first encounter
- 6.2 Readiness to Serve: students have a readiness to serve others consistently



COMPETENCY GOALS

Master of Business Administration for Executive Program (Ex-M.B.A.)

CO 1 **1 : Business Knowledge**

Able to explain the concept of business knowledge and apply it appropriately to situations

LEARNING OBJECTIVES

11 Explain the concept of business knowledge
12 Apply business management knowledge appropriately to the business

CO 2 **2 : Ethical and Social Responsibility**

Able to create appropriate ethical options and propose solutions to social problems within the context of business

LEARNING OBJECTIVES

21 Create ethical options in the context of business
22 Offer solutions to address social issues in the business context

CO 3 **3 : Problem Solving**

Able to seek, analyze, and make decisions to solve business problems

LEARNING OBJECTIVES

31 Seeking data to use in solving business problems
32 Analyze business data

CO 4 **4 : Digital Literacy**

Able to use digital technology for business appropriately

LEARNING OBJECTIVE

41 Use digital technology for business appropriately

CO 5 **5 : Collaboration and Communication**

Able to work collaboratively with others and communicate effectively

LEARNING OBJECTIVES

51 Work with others
52 Communicate business topics effectively

CO 6 **6 : Business Innovation**

Able to present business innovations and evaluate the feasibility of a business

LEARNING OBJECTIVES

61 Present business innovation
62 Assess the feasibility of business innovation



COMPETENCY GOALS

Master of Business Administration Program (M.B.A.)

CO 1 **1 : Business Acumen**

Able to explain the principles and concepts of business management and apply them appropriately for business decision making

LEARNING OBJECTIVES

11 Explain the principles, concepts, and role of business management
12 Apply knowledge to make appropriate business decisions

CO 2 **2 : ESG Focus (Environmental, Social, and Governance)**

Able to provide decision-making and business practices that are appropriate according to ethical principles, considering the social environment and being based on governance principles

LEARNING OBJECTIVES

21 Offer decision-making and business practices that are appropriate according to ethical principles, considering the social environment
22 Present decision-making and business practices that are appropriate and based on ethical principles, considering the social environment and based on governance principles

CO 3 **3 : Business Problem Solving**

Able to define necessary and sufficient data, and analyze it for use in business decision-making

LEARNING OBJECTIVES

31 Determine necessary and sufficient data to be used for analysis
32 Analyze data to provide information for decision making and propose appropriate action plans

CO 4 **4 : Digital Literacy**

Able to select appropriate digital technology for business decision-making

LEARNING OBJECTIVES

41 Identify digital technology to support business decision making
42 Adopt appropriate digital technology to support business decision making

CO 5 **5 : Collaboration and Communication Skills**

Able to communicate and work effectively with others for business success and productivity

LEARNING OBJECTIVES

51 Work collaboratively with others and demonstrate leadership skills for the success of the business
52 Communicate effectively and efficiently in various business situations for successful outcomes



COMPETENCY GOALS

Master of Business Administration Program in Marketing (M.B.A. (Marketing))

CO 1 **1 : Business and Marketing Knowledge**

Able to explain the concept of marketing management that relates to business concepts and practices

LEARNING OBJECTIVES

11 Explain the concept of marketing management
12 Apply marketing knowledge to align with business concept and operations

CO 2 **2 : Ethical and Social Responsibility**

Able to create ethical marketing options that benefits society and the sustainability of businesses

LEARNING OBJECTIVES

21 Create appropriate marketing options with integrity
22 Offer solutions to address issues for the benefit of society and the sustainability of the business

CO 3 **3 : Problem Solving**

Able to identify important data, analyze, and make decisions to solve marketing problems

LEARNING OBJECTIVES

31 Identify important data to use in solving marketing problems
32 Analyze marketing problems
33 Make decisions to solve marketing problems

CO 4 **4 : Digital Literacy**

Able to identify and adopt appropriate digital technology in marketing work

LEARNING OBJECTIVES

41 Identify and specify appropriate digital technology for marketing work
42 Select appropriate digital technology for use in marketing work

CO 5 **5 : Collaboration and Communication**

Able to work with others and communicate effectively

LEARNING OBJECTIVES

51 Work with others
52 Communicate and present marketing topics effectively

CO 6 **6 : Marketing Innovation**

Able to create marketing innovations that align with the business landscape

LEARNING OBJECTIVE

61 Create innovative marketing strategies that align with the business landscape

COMPETENCY GOALS
Master of Science Program in Finance (M.Sc. Finance)

CO 1 1: Finance Knowledge
Able to explain financial management concepts under a changing environment and can connect the impact of the environment to financial decision making
LEARNING OBJECTIVES
11 Explain financial concepts under a changing environment
12 Connect theory to financial practices

CO 2 2: Ethical and Social Responsibility
Able to reflect on ethical and social issues from a financial perspective
LEARNING OBJECTIVES
21 Reflect on ethical issues from a financial perspective
22 Reflect on social issues from the perspective of a financial expert

CO 3 3: Problem Solving
Able to analyze financial problems in a systematic way that leads to the presentation of appropriate strategic financial recommendations
LEARNING OBJECTIVES
31 Offer strategic financial recommendations that are appropriate
32 Analyze financial data systematically

CO 4 4: Digital Literacy
Able to utilize digital technology in finance to effectively solve financial problems
LEARNING OBJECTIVES
41 Explain the application of digital technology in the field of finance
42 Effective use of digital financial technology to solve financial problems

CO 5 5: Collaboration and Communication
Able to present financial topics effectively through verbal and written communication, and be able to work collaboratively with others
LEARNING OBJECTIVES
51 Work with others to achieve goals, both in a leadership role and as a team member
52 Present financial issues effectively through communication and able to answer related questions arising from the presentation effectively
53 Prepare written reports on financial matters effectively

CO 6 6: Quantitative Skill
Able to explain and apply the use of quantitative methods as a crucial tool for financial decision making
LEARNING OBJECTIVES
61 Explain quantitative methods for solving financial problems
62 Apply quantitative techniques as a primary tool for important decision making in financial matters

COMPETENCY GOALS
Doctor of Philosophy Program in Business Administration (Ph.D. (Business Administration))

CO 1 1: Business Knowledge
Able to explain and analyze advanced theories in a specific field of expertise
LEARNING OBJECTIVES
11 Demonstrate the knowledge of advanced theories in a specific field of expertise
12 Analyze advanced theories in a specific field of expertise

CO 2 2: Ethics
Able to be equipped with research, professional, and academic moralities, ethics, honesty, and consciousness in business administration
LEARNING OBJECTIVE
21 Demonstrate awareness of ethical issues as a business researcher

CO 3 3: Advanced analysis and problem solving
Able to use a program to analyze data and correctly solve complex problems
LEARNING OBJECTIVES
31 Select appropriate tools and technology for analysis in a suitable manner
32 Use tools and technology to analyze and interpret results correctly

CO 4 4: Research
Able to conduct independent enquiry/research with the capacity to be innovative and/or original as well as contribute to the field of study
LEARNING OBJECTIVES
41 Show ability to conduct research with the capacity to be innovative and/or original
42 Formulate research questions in light of selected perspective and develop conceptual frameworks
43 Select rigorous methodology and draw evidence-based conclusion

CO 5 5: Communication
Able to be equipped with written and oral skills necessary for the successful dissemination and instruction of business knowledge and practices
LEARNING OBJECTIVES
51 Communicate research contribution to the academic and business communities by effectively completing a written assignment
52 Communicate research contribution to the academic and business communities by effectively presenting research outcomes

Continuing from the previous years, the learning dashboard currently evolves into a system that will offer insightful data including:

- Lists** of each student’s enrolled courses that are being measured on AOL and tracing
- A summary** of each student’s performance in each competency goal (measured by below-, meet-, and exceed expectations)
- A performance** (spider) chart displaying students and cohort’s performance compared to the program’s expectations
- Suggestions** from instructors and the program’s committee

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.

Similar to the previous learning dashboard, 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.

EXAMPLE

of the rubric map for measuring competency goals

B.Acc. B.Acc. (INTER) B.B.A. B.B.A. (FIN) B.B.A. (MGT) B.B.A. (MKT) B.B.A. (ISMT) Ex-M.B.A. M.B.A. M.B.A. Marketing M.Sc. Finance Ph.D. Bachelor Degree

(B.Acc.) Bachelor of Accountancy Program - หลักสูตรบัญชีบัณฑิต

Rubric Map Program : B.Acc.					
Competency Goals (CG)	Learning Objectives (LO)	Rubric			Course
		Rubric Below	Rubric Meet	Rubric Exceed	
CG1 Business Knowledge	LO1 Explain the concept of accounting principles	Unable to explain the concept of accounting principles correctly	Able to explain the concept of accounting principles correctly in general.	Able to explain the concept of accounting principles correctly and comprehensively	701201 INTERMEDIATE ACCOUNTING 1 701202 INTERMEDIATE ACCOUNTING 2 701342 TAXATION 2 701402 ADVANCED ACCOUNTING 2
	LO12 Apply knowledge of accounting in business	Unable to apply knowledge of accounting	Able to apply knowledge of accounting in a general sense appropriately	Able to apply knowledge of accounting appropriately and completely	701001 ELEMENTARY ACCOUNTING 701401 ADVANCED ACCOUNTING 1 701403 FINANCIAL REPORT AND ANALYSIS
	LO13 Explain the concept about function and environment of business	Unable to explain the concepts about function and environment of business	Able to explain the required concepts about function and environment of business	Able to explain the entire concepts about function and environment of business	702205 FOUNDATIONS OF ECONOMICS FOR BUSINESS ADMINISTRATION 702201 BUSINESS FINANCE I 703103 INTRODUCTION TO ENTREPRENEURSHIP AND BUSINESS 703202 PRINCIPLES OF MANAGEMENT AND ORGANIZATION 703300 STRATEGIC MANAGEMENT 705201 MARKETING PRINCIPLES
	LO14 Apply business principles in various situations and environments	Unable to rationally apply business principles in various situations and environments	Able to rationally apply business principles in various situations and environments	Able to rationally apply business principles in various situations and environments and able to solve complex problems	702205 FOUNDATIONS OF ECONOMICS FOR BUSINESS ADMINISTRATION 702201 BUSINESS FINANCE I 703202 PRINCIPLES OF MANAGEMENT AND ORGANIZATION 703300 STRATEGIC MANAGEMENT 705201 MARKETING PRINCIPLES

ACADEMIC SERVICES PROJECTS

Project on Industrial Research and Development for Regional Businesses' Capacity Building through Local Knowledge and Innovation

In 2023, a team of faculties from Department of Management conducted a 6-month project on research and development (R&D Blueprint) activities for business. Researchers in technology and innovation who have undergone training activities (Train the Trainer (Consultant)) played a vital role in raising the level of research and development in the industrial sector. In order to obtain plans and guidelines for research and development (R&D Blueprint), targeted entrepreneurs are equipped and able to establish or develop and improve research units (R&D Units) in their establishments. This project also aimed to develop entrepreneurs in the region to be able to combine wisdom with modern innovative technology. This will stimulate investment in research and development in the future.



The targeted businesses included 24 establishments, namely:

1. Siam Celadon Pottery Co., Ltd.
2. Chiang Mai Fresh Food Co., Ltd.
3. Chaipattana Transport Chiang Mai Co., Ltd.
4. Thongpooon Foods LP.
5. S.J. Equipment and Care Co., Ltd.
6. Osin Junior Group Co., Ltd.
7. Chokpayuang LP.
8. Im Farm Dairy Co., Ltd.
9. Sweet Plant Best Foods Co., Ltd.
10. Kan Herb Co., Ltd.
11. Sirarat Co., Ltd.
12. Chua Group Co., Ltd.
13. Soap N Scent Co., Ltd.
14. Takawa Design and Construction Co., Ltd.
15. Srithongkam Group Co., Ltd.
16. D.D. Power Co., Ltd.
17. Dragon Food Products Co., Ltd.
18. K N Healthy Food Co., Ltd.
19. Trailer Coffee Co., Ltd.
20. Pakorn Technical Supply LP.
21. N.P. Lanna Ltd. International Trading
CM Phytotech Co., Ltd.
22. Ban Mae Tat Organic Farming
23. Community Enterprise
24. THC (Thailand) Co., Ltd.

The project comprised of two main activities:

ACTIVITY 1

Matching researchers with business establishments

Project managers matched researchers who have completed Train the Trainer (Consultant) training and selected establishments. By considering the needs of the establishment and industrial characteristics of the establishment together with information from researchers according to their fields of expertise and experience in each industry. Each establishment had 2-4 consultants and experts to give comprehensive advice and efficiently support the creation of plans and guidelines for research and development (R&D Blueprint). A meeting was held to introduce plans for developing the research process for entrepreneurs.



ACTIVITY 2

Research and Development (R&D Blueprint) for Entrepreneurs

Researcher team organized a plan to visit the area of business establishments to provide guidelines for research and project implementation. This activity included analyzing the business' goal and KPI, current practice, business trends, business current environment, scenario development, technology evaluation, plan and conduct the R&D blueprint. The topic of counseling included:

- Basic** organizational information, main products, key suppliers, key customers, supply chain management, and production process
- Goals** and indicators of organizational success
- Current** business practices
- Core** competence/core technology
- Market** demand/trend
- External** forces/problems and opportunities
- Business** trend analysis
- Technology** trend
- Environmental** analysis: identifying driving factors or driving forces that have a high dynamic possibility of change or has an impact on the business through the use of mind map tool, along with the Five-force model, STEEP, PEST, PESTEL, PESTELO

- Technology** gap
- Possible** situations and select the main situations for developing the R&D Blueprint
- Possible** technologies and selecting appropriate technology for various situations
- Development** of guidelines for research and roadmap
- Research** and development plan

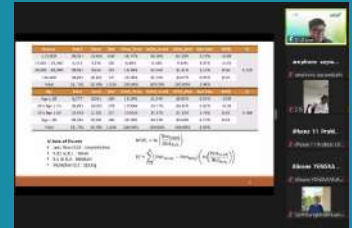
After the consultant has provided advice and recommendations to all 24 establishments for 20 man-days, the establishment will receive plans and guidelines for research and development (R&D Blueprint) that match the goals and indicators specified. In the future, establishments can use this plan and guidelines for research and development (R&D Blueprint) to further develop their businesses in a systematic and sustainable way.

PROJECTS
from
July
2021
to
July
2023
also included

Credit Scoring and Credit Rating System Development for the Course Content

Likitracharoen, D., Department of Finance, CMUBS

Academic services project under the collaborations and exchange between Chiang Mai University, Thailand, and the Banking Institute (BI), Bank of Laos PDR, 2022



FinTech in the Post-pandemic Era

Department of Finance Team, CMUBS
Academic services project under the collaborations and exchange between Chiang Mai University, Thailand, and the Banking Institute (BI), Bank of Laos PDR, 2023



Understanding Investment Directions, Bonds, Opportunities, Risks, and Profits

Department of Finance Team, CMUBS
Academic services project for managers and public



Focus Group on Exploring An Approach to Develop the System for An Effective Use in Preventing Community Disease/Disaster

Executive Team from the Management Innovation Centre, CMUBS and PODD (Community Owned One Health Surveillance System) Centre, CMU



10

Academic Services Projects funded by CMUBS

such as

–Training on recording income and expenses for “Mae Dao” group, Dao project, Baan Dek Foundation

–Training on the organizer career, Chaisathan subdistrict municipality

–Integrating academic services and teaching through the Accounting Seminar course 701499 to develop an accounting competencies for local enterprises

–Integrating teaching in management and entrepreneur with developing a firm’s business potential

7

Academic Services Projects funded by external organizations

such as

–Project to develop packaging and marketing promotion for products in the community, Sakad Subdistrict, Pua District, Nan Province

–Yuwapat Rakthin Government Savings Bank Project, Year 2022

–Project to develop packaging and promote marketing for products in the community, Chiang Khan Subdistrict, Chiang Klang District, Nan Province

–Project to develop packaging and market promotion for products in the community, Sathan Subdistrict, Pua District, Nan Province



CORPORATE

&

FACULTY

INVOLVEMENT

CMUBS SOCIAL RESPONSIBILITY



Giving to the society and those in need

Pun Fun Wan Dek 2021

Making Dreams on Children's Day

CMUBS values participation in social development and sharing opportunities with the underprivileged. Organizing children's temple for youth is an activity that allows faculties and professional staffs to practice creative thinking by forming activities to develop Thai youth to learn with happiness and quality. Consequently, CMUBS organized a project in 2021 called **Making Dreams on Children's Day** for students at Ban Pong Mae Lop, Mae Tha District, Lamphun Province, in order to encourage the staffs' learning in the way that benefit the public. From this project, staffs can use their free time beneficially, share knowledge with fellow humans, know oneself, and use the abilities that they have to live a self-sufficient, appropriate and happy life in today's changing society.





Sam Pau Pun Rak

Social Services

In 2022, CMUBS organized an activity for students to paint the university fence on the side of Fai Hin Temple. As the paint has deteriorated, the activity aimed to bring it back to its original beauty. It was also a volunteer activity to honor His Majesty King Rama X. CMUBS procured equipment for cleaning the fence and painting equipment. There were many areas of the fence that need to be repainted, a length of more than 300 meters. CMUBS had volunteered to bring new students of more than 300 people to participate in this university fence painting activity, to allow the new students to have experience in doing social activities together.

Bring Ai Rak to the Forest 2022

Do good deeds for young students

The Ex-MBA Club traveled to organize CSR activities at the Mae Fah Luang Hilltribe Community Learning Center, Ban Nong Tao, Ping Khong Subdistrict, Chiang Dao District, Chiang Mai Province, by donating a generator to the Royal Mobile Dental Unit. The club developed the classroom by changing the whiteboard and teaching equipment with the hope to develop learning atmosphere for students in remote areas. This creates educational opportunities for youth and underprivileged people.

Representatives from the student club and faculty alumni joined classroom development activities and donated learning materials to students. This creates cooperation between undergraduate and graduate students, allowing students to do social activities together.



Pun Fun Wan Dek 2023

Making Dreams on Children's Day

CMUBS faculties, professional staffs, and students from the Volunteer Club organized a **Pun Fun Wan Dek 2023** activity for primary school students at Ban Nam Tok Mae Klang School, Chom Thong District, Chiang Mai Province. By co-hosting with the school, CMUBS team painted the school, cleaned bathrooms, organized a library, adjusted the lawn area, and added space for petanque sports activities. The team provided items such as school equipment, sports equipment, financial support, etc. from donations from faculty members so that the children can have a better education quality.



Bring Ai Rak to the Forest 2023

Do good deeds for young students

Ex-M.B.A. Alumni Club joined forces with the Division of Student Development and Alumni Relation, undergraduate and graduate students to do good deeds for the students of the Mae Fah Luang Mountain Thai Community Learning Center, Ban Kong Pa, Bo Sali Subdistrict, Hot District, Chiang Mai Province, by bringing stationery, learning and development equipment, as well as various consumer goods received from fundraising at the Ex-M.B.A. Friendship Night Gala Dinner last January to the younger ones. The purpose of the activity was to share and create educational opportunities for a better quality of life and education.



Carry on the dream, weaving the traditions, carrying on the community culture 2023

CMUBS graduate students from all programs joined together to help the Nong Nguek community by painting children's toys, collect trash, and developing the area of the Pracharat Samakkhi Building. The students also offer a Fai Ngam Nong Nguek Local Wisdom Learning Center to the locals. This activity was part of the **Sampao Sharing among Graduates Project** in 2023.



Blood Donation 2023

CMUBS staffs and students donated blood to Maharaj Nakorn Chiang Mai hospital to help those in need. A service point was organized at the school and more than 100 participants joined the donation. This activity is operated with the **Just start by increasing blood and increasing life** motto.



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.

Organizational improvement through Quality Control Circle (QCC)

During 2021-2023 academic year, professional staffs from all divisions cooperatively explored specific work-related problem topics, analyzed, and resolved the problems using the 7 QC-steps of quality process. 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.

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.

2021

In 2021, CMUBS organized a presentation of QCC quality group activities called **QCC Day 2021** to present the results of QCC quality group activities in solving problems in various matters of school's department/division. Committee gave suggestions to all staffs improve and develop the projects to be even more efficient. The winning teams are as follows:

1st prize

Develop a KPI Data Collection & Dashboard System to Support Management Decision-making

-By the Division of Strategy Formulation and Implementation

2nd prize

Develop a Process for Recommending Guidelines for Providing Supporting Information for Decision-making, Research Planning, and Academic Production

-By the Division of Research, Academic Service and International Relation and Management Innovation Center

3rd prize

Development of Student Number Database System

*-By the Division of Academic Supports
(bachelor's degree)*

4 Honorable mention awards

1) Increasing efficiency in disbursement

-By the Division of Finance and Procurement

2) Reduce the amount of electricity used by the Faculty of Business Administration

-By the Division of General Administration

3) Increasing the percentage of classroom use efficiency of the Faculty of Business Administration, Chiang Mai University

-By the Division of Academic Supports

(Department Secretary & Project Secretary)

4) Changing the format of activities to create pride in being a student and building relationships between seniors and juniors by teaching juniors to sing cheer songs in an online system

-By the Division of Student Development and Alumni Relation

2022

In 2022, CMUBS organized a **QCC DAY 2022** for professional staffs to present the QCC Theme Achievement work. All presentations are project for developing the school in various areas according to the mission that the school has laid out. All participated personnel were divided into 7 groups according to the following departments:

1. The Division of General Administration (1 group)
Topic: Reducing the amount of electricity used by CMUBS
2. The Division of Finance and Procurement (1 group)
Topic: Increasing efficiency in disbursing master's degree projects
3. The Division of Strategy Formulation and Implementation Strategy development and driving work (1 group)
Topic: Development of KPI Data Collection & Dashboard system for executives' decision making
4. The Division of Academic Supports Educational services (2 groups)
Topic: Improving the efficiency of tools used to plan education for undergraduate students
Topic: Development of a student number database system
5. The Division of Student Development and Alumni Relation (1 group)
Topic: Changing the format of activities to create student pride and build relationships between seniors and juniors by teaching younger students to sing cheer songs in an online system
6. The Division of Research, Academic Service and International Relation and Management Innovation Center (1 group)
Topic: Development of the process of providing information to support decision-making in planning academic production

2023

In 2023, CMUBS organized a **CMUBS QCC DAY 2023** contest for professional staffs to present ideas from the quality control group. By applying the concept of improving and controlling the quality of work in an organization or QCC (Quality Control Circle) to the operations, staffs received a personal development while the quality of the school's work is improved.

The school invited professional advisor from the industries to deliver comments for the total of 8 groups under the problem solving and theme achievement themes. The teams that win the first prize and the first runner-up will receive further support from the faculty to continue submitting work to compete in the national stage such as the Thailand Quality Prize.

KAIZEN SUGGESTION

During 2021-2023, CMUBS also organized a **Kaizen Suggestion** activity that aims to encourage personnel at all levels. The activity has taken part in the management and continuous development of the organization to provide an opportunity for personnel to present problems and guidelines for improvement and development. The suggestions must be beneficial to the development of the organization both in sub-divisions and as a whole. The feedback system is an activity that encourages personnel to show their creativity on the organization sustainable improvement.

The followings are the principles of the activity:

- To encourage employees to be conscious of their work and show creativity in developing the organization.
- To create morale and satisfaction in work through the perspective of employees from various departments.
- To raise the level of work and new ways of working which creates quality.
- To strengthen the organization to develop and improve continuously and systematically.

Seminar Participation

Presentation at CMU-KM Day 2022

CMU – KM Day 2022 project developed with the aim to transfer routine work to a happy university for operational personnel of CMU. The project is organized under the concept of **Establish wisdom and innovation to sustainable social community**. Professional staffs from CMUBS received first place awards for presenting their oral presentation in the good practices in departmental knowledge management/routine work development track. The topic of the presentation was **Improving the efficiency of counseling for educational planning for undergraduate students in CMUBS**.



CMU KM Day Project for the year 2023 continues to encourage the shifting of routine work to a happy university for operational personnel. The project was held under the concept of **Joining the power of CMU, creating knowledge and innovation to drive Plan 13**. A team from CMUBS won first place from the work titled **Online general application system (CMR19-CMUBS) for undergraduate students of CMUBS** (Research/Innovation, Educational management support track). And, a team won the first runner-up award from the work titled **Creating a database of faculty expertise at CMUBS (CMUBS Expertise)** (Development of routine work/good practices/knowledge management track).

Presentation at CMU-KM Day 2023





Agile Transformation Workshop

CMUBS organized a workshop for administrators, faculty, and professional staffs to create an understanding of Agile working concepts, listen to staff opinions, and brainstorm among executives to apply Agile working principles to the organization's work. The workshop invited Assoc. Prof. Dr. Danuwasin Charoen, Director of the Business Innovation Center Faculty of Business Administration National Institute of Development Administration to provide knowledge and create understanding through intensive seminars and workshop activities.

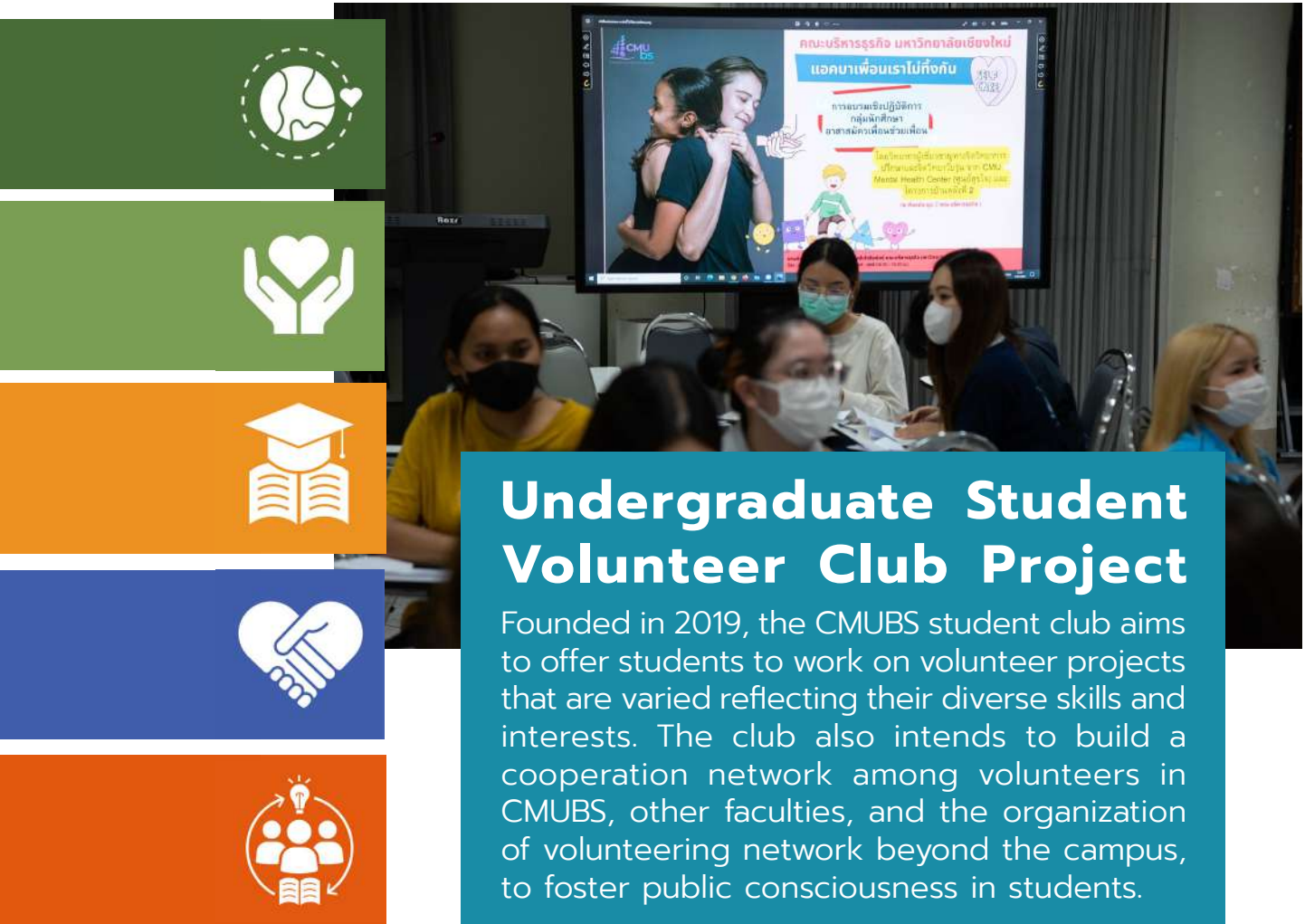
CMUBS sees the importance of working in an agile way that creates flexible, agile, and highly efficient work, to drive the organization towards excellence. It is also in line with Chiang Mai University policy (Education Development Plan Phase 13,2023-2027) as well.



**STUDENT
INVOLVEMENT
PROJECTS & AWARDS**



EXTRACURRICULAR ACTIVITIES



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 in students.

AccBa, we will never leave our friends

Student Mental Health Monitor Project 2022

In 2022, CMUBS organized training activities for the student volunteer network to monitor mental health in a peer-to-peer manner. The project received cooperation from psychologists in training and understanding of mental health problems among students. The objective is for students to be able to help or observe symptoms regarding the mental health of fellow students within CMUBS. Students will be able to give basic advice or advice to fellow students.



AccBa, we will never leave our friends

Student Mental Health Monitor Project 2023

In 2023, CMUBS continues to organize the project for the student volunteer network by educating a network of more than 40 student volunteers on mental health, specifically in how to use the training knowledge for basic mental health surveillance among students and to be able to give advice to fellow students appropriately before being taken into the proper care process. We invited an expert in counseling psychology and teenage psychology, Ms. Suthinee Chatyalak, head of international student development and guidance, Ms. Natthakrita Weerasmith, psychologist, international student development and guidance Student Development Division, and Prof. Dr. Natthawat Longthong, professor from the Department of Psychology Faculty of Humanities, Chiang Mai University Participate as a lecturer.



Develop and improve the landscape of ——— religious places 2023

More than 70 CMUBS students did good deeds in the project called **CMUBS Volunteers to develop and improve the landscape of religious places** at Umong Temple, Umong Subdistrict, Mueang District, Lamphun Province. The students jointly developed the temple, cleaned bathrooms, along with improved the landscape, scrubbed walls, painted, etc.

This activity will help students do good deeds for the public benefit. It is the maintenance of religion and strengthen unity among the students.



Sampao Noi Creates Smiles / Sampao Noi Shares Love 2023

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.

In 2023, throughout the day, volunteers painted playground equipment, created an activity base for BBL learning for Ban Choeng Doi Suthep School, Ban Huai Sai School in Mueang Chiang Mai District, Ban Phra Non School in Mae Rim District and painted walls in 4 areas of Chiang Mai University. This activity helps building relationships between friends in the faculty, creating happiness to the community, society, and activity participants as well.



Undergraduate Student Learning Outside the Class

Life with Nature and Environment

2022 Trip

In 2022, Department of Finance organized learning activities outside the classroom called **Life with nature and the environment** at Mae Taeng Elephant Camp, Mae Taeng District, Chiang Mai Province. The objective is to create student awareness of the value of natural resources and the environment. As well as creating unity between students and advisor. The activity is consistent with CMUBS' mission and Chiang Mai University's goal to operate within the framework of SDGs (Sustainable Development Goals) to be a sustainable university and to produce graduates who are aware and responsible for society.

The Department of Finance therefore sees the importance of promoting and building learning skills in another aspect that is not limited to classroom academics. Therefore, this project was organized with a focus on students of all years to become conscious of the value of natural resources and the environment.



Life with Nature and Environment

2023 Trip

In 2023, Department of Finance continues to organize the **Life with nature and the environment** learning activities at Quality Ceramic Company Limited in Hang Chat District, National Kochabal Institute under the royal patronage in Hang Chat District, Lampang Province, and Wat Phra That Hariphunchai Temple in Lamphun Province, to create awareness among students of the value of natural resources and the environment.



Undergraduate Student Seminar Participation

Sustainable Local Community Management Workshop

In 2023, students from the Service Business Management program attended a workshop on sustainable local community management. The workshop aimed to spark business ideas that take into account the balance of nature, conservation of local way of life with sustainable business through creating awareness of loving and cherishing one's hometown. The event invited Dr. Jirawan Khamsao, farmer and researcher, president of the Chiang Dao Local Community Enterprise Group, founder of the comprehensive organic farming learning center "Research Field" and a pioneer in many forest plant conservation activities, and Ms. Amata Chittasene, a famous makeup artist and beauty blogger who has now turned her interest in organic farming to preserve the balance of nature. At the end of the activity, the students also joined a workshop to practice the thinking process of turning their ideas into reality.



Undergraduate Student Award Received

In 2022, two CMUBS student teams competed in the SITE Thailand M&I Sustainability Advocate Program and won awards as **the Winner of Local Lover**. The program was held to encourage the next generation to raise awareness of the important issues of sustainability by creating the M&I Sustainability Advocate project with the idea of meetings and incentive travel through Event Canvas. It also aims to gain knowledge, understanding and challenges of students from many institutions across the country.



Also in 2022, CMUBS students won first place in the APEC Regional Youth Symposium activity, Northern level, from 21 teams of 7 Northern universities. The students would represent the northern region to compete at the national level by presenting the FoodPrompt platform which is a platform that integrates modern technology including AI, cloud computing, and food production with 3D food printing to support the work of nutritionists and solve the problem of malnutrition among the elderly.



CMUBS students also Received the 1st runner-up award from the **V-NUA product fermented fish sauce from plants** at the Food Innopolis Innovation Contest 2022: Demo Days under the "Local Fermentation Food Innovation" theme, organized by Food Innovation City, Ministry of Higher Education, Science, Research and Innovation. The event was the largest food innovation competition in the country focusing on finding new generation innovators through an intense competition of food innovation ideas in front of a committee of experts from the educational, public and private sectors who co-organized the event.



RESEARCH





PUBLICATIONS

From July 2021 - July 2023

Research articles reflecting the interest in issues of social responsibility, business sustainability, and well-being published by the faculty are as follows

The Relationship Between Demographic Characteristics of Committee Members and Corporate Social Responsibility Commitment: Evidence from Thailand

JANGKRAJARNG, V., NUNTI, C., & SANTIDHIRAKUL, O.
Journal of Asian Finance, Economics and Business. 8(8), 533-539

News Regarding Corporate Social Responsibility and Performances of Listed Companies in the Stock Exchange of Thailand

PANSRITHONG, S., LONKANI, R., TREEROTCHANANON, A., & SUWANAPHAN, S.
Journal of Business, Economics and Communications. 16(2), 64-85

Enhancing Coffee Supply Chain Towards Sustainable Growth with Big Data and Modern Agricultural Technologies

KITTICHOTSATSAWAT, Y., JANGKRAJARNG, V., & TIPPAYAWONG, K. Y.
Sustainability. 13(8), 4593

Relationship Between Stock Trading Liquidity and Dividend Payout Ratio of Listed Companies in The Stock Exchange of Thailand

RUJIRAWANKEEREE, W., & LONKANI, R.
Journal of Business, Economics and Communications. 16(1), 163-180

Appropriate Expected Return and the Relationship with Risk

MANEEMAROJ, P., LONKANI, R., & CHINGCHAYANURAK, C.
Global Business Review. 22(4), 865-878

Conflict in Online Consumption Communities: A Systematic Literature Review and Directions for Future Research

CHANDRASAPTH, K., YANNOPOULOU, N., SCHOEFER, K., LIC SANDRU, T. C., & PAPADOPOULOS, T.
International Marketing Review. 38(5), 900-926

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Financial Literacy and Quality of Life: A Moderated Mediation Approach of Fintech Adoption and Leisure

KAKINUMA, Y.

International Journal of Social Economics. 49(12), 1713-1726

The Relationships Among Perceived Medical Quality, Well-Being Perception, and Behavioral Intention: A Comparison Between Domestic and Overseas Medical Destinations

SAIPRASERT, W., XU, B., & TAVITIYAMAN, P.

Journal of Quality Assurance in Hospitality and Tourism. 23(4), 1011-1036

Professionals' interpersonal communications style: does it matter in building client psychological comfort?

ROONGRUANGSEE, R., PATTERSON, P., & NGO, L.

Journal of Services Marketing. 36(3), 379-397

Antecedents of Relationship Quality in Thai Traditional Retailers

BEAWBUNJONG, S., & TANTIPRABHA, P.

KKBS Journal of Business Administration and Accountancy. 6(3), 42-58

Sustainability Disclosure of Companies Listed on The Stock Exchange of Thailand

NETSUWAN, P., TANGEAKCHIT, M., & INYA, P.

Songklanakarin Journal of Management Sciences. 39(1), 1-26

The Effect of Small Particulate Matter on Tourism and Related SMEs in Chiang Mai

SRINAMPHON, P., CHERNBUMROONG, S., & TIPPAYAWONG, K. Y.

Sustainability. 14(13), 8147

2022

Enhancing the Prospect of Corporate Sustainability via Brand Equity: A Stakeholder Model

WINIT, W., & KANTABUTRA, S.
Sustainability. 14(9), 4998

A Multimodal Discourse-mythological Approach to Understanding Brand-based Conflicts in Online Consumer Communities: The Case of Samsung vs. Huawei

CHANDRASAPTH, K., YANNOPOULOU, N., SCHOEFER, K., & LIU, M. J.
Journal of Business Research. 144, 1103-1120

Good Fortune and Its Influence on B2B Relationships: The Case of the Mae Manee Money Solution Campaign in Thailand

CHANDRASAPTH, K., YANNOPOULOU, N., & BIAN, X.
Industrial Marketing Management. 101, 223-237

Nexus between Southeast Asian Stock Markets, Bitcoin and Gold: Spillover Effect before and during the COVID-19 Pandemic

KAKINUMA, Y. (2022)
Journal of Asia Business Studies. 16(4), 693-711

Relationship between Communication Style, Perceived Audit Quality, and Clients' Satisfaction in Non - Listed Companies

SUNPHICHAI, T., PEERACHEIR, A., & SARAPAIVANICH, N.
Business Review Journal. 14(2), 76-91

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Marketing Mix Factors Affecting Thai Consumers' Purchasing Newly Launched Condominiums Project in Chiang Mai Province

ARIWANNA, K., KAWEWONG, N., DISKULNETIVITYA, P., & CHAIPRASIT, K.
Journal of Business Administration The Association of Private Education
Institutions of Thailand. 12(2), 48-61

Customer Preferences for Coworking Spaces in Chiang Mai

PICHAYALAK, P. & APISARA, T.
Rajabhat Chiang Mai Research Journal. 24(1), 185-197

How Disclosure Types of Sustainability Performance Impact Consumers' Relationship Quality and Firm Reputation

WINIT, W., EKASINGH, E., & SAMPET, J.
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BURANAPIN, S., LIMPHAIBOOL, W., JARIANGPRASERT, N., & CHAIPRASIT, K.
Sustainability. 15(3), 2681

The Efficiency of Value-at-Risk Models during Extreme Market Stress in Cryptocurrencies

LIKITRATCHAROEN, D., CHUDASRING, P., PINMANEE, C., &
WIWATTANALAMPHONG, K.
Sustainability. 15(5), 4395

Toward a Sustainability Brand Model: An Integrative Review

WINIT, W., KANTABUTRA, S., & KANTABUTRA, S.
Sustainability. 15(6), 5212

Hedging Role of Stablecoins

KAKINUMA, Y.
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Engaging Robo-advisors in Financial Advisory Services: The Role of Psychological Comfort and Client Psychological Characteristics

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RESEARCH PROJECTS

From July 2021 - July 2023

Research projects reflecting the interest in issues of social responsibility, business sustainability, and well-being are as follows

Development of Strategic Marketing Plan for Royal Project Foundation's Coffee Shop, Royal Project Foundation

PICHAYAKUL, P., OSPANANKUL, R., MAHAWAN, P., & WONGGATTALEEKAM, W., 2021

Marketing Channel Development for Royal Project Foundation's Flower Products, Royal Project Foundation

PICHAYAKUL, P., OSPANANKUL, R., BUNCHUA, E., & ARAYAKITCHAROENCHAI, P. 2021

Research and Development of EGAT-IIE Marketing and Financial Strategic Management Phase II, Electricity Generating Authority of Thailand

KIMPAKORN, N., CHULIKAVIT, D., CHINGCHAYANURAK, C., BUNCHUA, E., SAMPET, J., & JITAREE, W. 2021

Project Evaluation PODD Toolkit, PODD Centre

KIMPAKORN, N., CHINGCHAYANURAK, C., INYA, P., YANO, T., & SINGHAPREECHA, C. 2022

Sentiment, Mood, Personality of Investors, Communication, and Response to Perceived Risk and Returns on Investments in The Stock Exchange of Thailand, Capital Market Development Fund: CMDF

LONKANI, R., CHANGCHIT, C., POJANAPOTHA, P., & TREEROTCHANANON, A. 2022

Mapping Innovation on Elderly and Health in Targeted Areas, Thailand Center of Excellence for Life Sciences (Public Organization)

KIMPAKORN, N., NAPARAT, D., CHINGCHAYANURAK, C., & INYA, P. 2022

Research Project of Long-Term Care Center: LTCC, Center for Medical Excellence, Faculty of Medicine, Chiang Mai University

MANEESONG, O., & RUTANA, C. 2023

Longan Grading Machine Economic Assessment, AI INDUSTRIES CO., LTD

INYA, P., & KITIWONG, W. 2023

Longan Dryer with IOT and Expert System Economic Assessment, PK. AUTOMATION SYSTEM COMPANY LIMITED

CHINGCHAYANURAK, C., & PRASERTSOONTORN, T. 2023

Feasibility Study Project for Making an Agreement on Driving License Acceptance within the Country between Thailand and China to Lead to Safe Use of Road Vehicles, Department of Land Transport

PICHAYAPAN, P., AIMSIRANUN, U., PONGPATCHARATRONTEP, D., KAEWMORACHAROEN, M., & LIKITRATCHAROEN, D. 2022

R&D Blueprint for Enterprises, Northern Science Park

RAMINGWONG, S., SOPADANG, A., TIPPAYAWONG, K. Y., SANTITEERAKUL, S., CHAOPAISARN, P., WATTANUTCHARIYA, W., PREMPHET, P., KRITWORAKARN, C., WANITWATTANAKOSOL, J., CHERAPANUKORN, V., JANGKRAJARNG, V., TEERASOPONPONG, S., & MOUKAMNERD, C. 2022



INDEPENDENT STUDY

From July 2021 - July 2023

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

Sustainable Business

Effects of Lean Practices and Total Quality Management Towards Competitive Advantage and Firm Performance in the Thai Automotive Industry

PhD

Influence of Sensory Appeal and Service Quality Towards Intention to Repeat Service of Stand-Alone Coffee Shop Customers in Mueang Chiang Mai District

MBA Marketing

Entrepreneur Opinions Towards Purchasing Shabu-shabu Franchises in Chiang Mai Province

Executive MBA

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

Executive MBA

Behavior of Thai Tourists Towards Traveling in Nan Province During the COVID-19 Pandemic

MBA

Behavior of Thai Tourists Towards Selecting Five-star Hotels in Chiang Mai Province

MBA

Relationship Between Board Structure and Chief Executive Officer Characteristics in Listed Companies Selected for Thailand Sustainability Investment Listing

MS Finance

Sustainable Business

Impact of and Responses to the COVID-19 Pandemic of Dental Clinics in Mueang Lampang District

MBA

Competitive Advantage Strategy of Magnus Fitness, Chiang Mai Province

MBA

Impact of and Responses to the COVID-19 Pandemic of Construction Businesses in Chiang Mai Province

MBA

Entrepreneurial Characteristics Affecting Business Success of Small Enterprises in Phitsanulok Province

MBA

Destination Image of Chiang Mai Province Affecting Thai Tourist Revisitation During the COVID-19 Pandemic

MBA

Domestic Traveling Motivation After the COVID-19 Pandemic of Generation X in Chiang Mai Province

MBA

Travel Motivation and Domestic Tourism Trends of Residence in Ubon Ratchathani Province after the COVID-19 Pandemic

MBA

Work Life Quality

Employee Engagement of Neptune Concept Company Limited

Executive MBA

Motivation Affecting Operational Efficiency of Employees at Construction Companies in Mueang Chiang Mai District

MBA

Motivation to Work of Medical Equipment Sales Representatives in Upper Northern Thailand Sales Area

MBA

Change Management Affecting Work from Home Efficiency During the COVID-19 Pandemic of Support Personnel at Electricity Generating Authority of Thailand, Mae Moh Power Plant

MBA

Job Satisfaction of Production Staff of Driessen Catering Equipment Company Limited

MBA

Quality of Work Life of Employees at Provincial Electricity Authority, Tak Province

MBA

Employee Job Satisfaction of Bangkok Commercial Asset Management Public Company Limited

MBA

Job Stressors Affecting Job Burnout of Physicians in Thailand

Executive MBA

Factors Affecting Employee Willingness to Resign During the Covid-19 Pandemic

MBA

Employee Engagement of Chiangmai Construction Company Limited

Executive MBA

Factors Affecting Staff Engagement Towards Vachiralai School, Chiang Mai Province

MBA

Organizational Growth & Learning

Defect Reduction in EMI Filter Processing of Murata Electronics (Thailand) Company Limited

MBA

Attitude of Restaurant Entrepreneurs in Chiang Mai Municipality Towards Recyclable Waste Sorting

Executive MBA

Production Process Improvement of Bottled Ground Pepper by Applying Lean Techniques of Rai Booncharoen Food Company Limited

Executive MBA

Operational Waste Reduction of O.K. Seeds Limited Partnership

Executive MBA

Organizational Culture Affecting Personnel Performance Efficiency of Software Businesses in Chiang Mai Province

MBA

Management Guideline of Green Hotels in Chiang Mai Province

MBA

Analyzing Brand Personality of Private Hospitals in Thailand for Medical Tourism Sector Using Brand Archetype Approach

MBA Marketing

Organization Culture Affecting Learning Organization of Government Saving Bank Department 8

MBA

Evaluation of Learning Organization by Employees of Chiangmai Ram Hospital

Executive MBA

Green Product and Technology

Product Characteristic Factors Affecting Intention to Purchase Menstrual Cup of Consumers

MBA Marketing

Product Quality Attributes of Electric Vehicle Affecting Consumers Brand Trust

MBA Marketing

Influence of Online Channel Influencers Towards Electric Vehicle Brand Trust

MBA Marketing

Consumer Opinion Towards Selecting Solar Power Generation Systems in the Upper Northern Region

Executive MBA

Clean Food Consumption Behavior of Generation X and Generation Y Consumers in Chiang Mai Province

MBA

Online Marketing Mix Affecting Consumers Towards Purchasing E-books

MBA

Attitude of Consumers in Chiang Mai Province Towards Antibiotic-free Eggs

Executive MBA

Attitude of Consumers in Mueang Lampang District Towards a Hybrid Solar Air Conditioner

Executive MBA

Feasibility Study on Investment in Solar Power Plant in Pha Bong District, Mae Hong Son Province

MBA

Technology Acceptance Towards Using SCB Easy Application of Customers in Mueang Chiang Mai District

MBA

Brand Image Affecting Electric Vehicles Brand Love Among Thai Consumers

MBA Marketing

Marketing Mix Affecting Generation Y in Mueang Chiang Mai District Towards Selecting Quick Commerce Platforms

MBA Marketing

Factors Affecting Decision of Consumers in Chiang Mai Province Towards Purchasing Electric Battery Vehicles

Executive MBA

Employee Well-being

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

MBA

Happiness at Work of Chiang Mai University Employees During the COVID-19 Pandemic

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 2021 COMMITMENTS

2021 Commitments	Status	Performance
Advancing the CMUBS student club with cooperation beyond the campus	 Achieved	The CMUBS student club organized several activities with students from other faculties and other universities. The activities include Building relationships between Faculty of Agriculture and Business Administration and Seminar project to exchange knowledge and activities of the regional educational institutions in business administration. The objectives are to foster good relationships, unity, and promote physical and mental health for students. It encourages students to carry out recreational activities between students of all years.
Improving student learning dashboard system to capture core competencies and add a function of advisor/instructor dashboard.	 Achieved	A learning dashboard system is in the stage of initial development. The system is being transferred from measuring students' performance based on learning goals into core competencies to support the curriculum management and assurance of student learning. Instructors of all programs have started to input the students' performance since semester 1 in 2023. The dashboard will instantly track and report individual student's competencies, identifies their enrolled courses and performance in each aspect, and summarizes their performance into an overall comparison/spider chart.

KEY OBJECTIVES FOR THE NEXT 24-MONTHS PERIOD

Focusing on building positive impact and lifelong learning

To advance our education to foster inclusive prosperity in a world of thriving ecosystems, following the Seven Principles, we will conduct our activities to concentrate on building positive impact to the society. Moreover, we aim to develop effective lifelong learning through a cooperation of the university, to encourage an education of responsible management through a new channel.

Developing students to achieve the core competencies

To transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy, CMUBS core competencies are our goals to build quality graduates for the society. In measuring the students' progress, a learning dashboard will be developed to highlight the measurement of responsibility to society and the planet.

Responsible Management Report 2023

Sharing Information on Progress (SIP)
2021-2023