

Thai Society, Business and Economy

Helping Thailand know the World. Helping the World know Thailand

Scholarly work reviewing current developments in the academic literature that are of value to Thai businesses and the economy - Applying such developments to the Thai context, with Thai data - Scholarly work that contributes to the international academic prestige of the College - Scholarly work studying aspects of Thai society that are potentially Universal - Scholarly work studying aspects of Thai society that are of potential value to international businesses.

We aim to produce scholarly work with intrinsic business value that contributes to one or both of the two components of our vision (Thailand to World and/or World to Thailand).

How do we define research? What is a scholarly work? What is business value?

Research is the creation of new knowledge. Scholarly work is the communication of said knowledge through a publishing channel satisfying the two following criteria: it is peer-reviewed and is published by a publisher of good repute.

Business value includes knowledge assets that determine the health and well-being of a firm in the long run.

This research theme mainly focus on:

- Helping Thailand Know the World -

Scholarly work reviewing current developments in the academic literature that are of value to Thai businesses and the economy.

Applying such developments to the Thai context, with Thai data.

Integrating such developments in the classroom.

- Helping the World know Thailand -

Scholarly work that contributes to the international academic prestige of the College.

Scholarly work studying aspects of Thai society that are potentially Universal.

Scholarly work studying aspects of Thai society that are of potential value to international businesses.