



ที่ อว 7201/ว.628

สำนักวิจัย สถาบันบัณฑิตพัฒนบริหารศาสตร์  
แขวงคลองจั่น เขตบางกะปิ กรุงเทพฯ 10240

17 มิถุนายน 2565

เรื่อง ขอความอนุเคราะห์ในการประชาสัมพันธ์เชิญชวนลงทะเบียนเข้าร่วมงานประชุมวิชาการระดับชาติและระดับนานาชาติ (The 2022 National and International Conference of The National Institute of Development Administration: NIC-NIDA 2022)

เรียน ผู้อำนวยการกองการเจ้าหน้าที่ กรมประชาสัมพันธ์

สิ่งที่ส่งมาด้วย 1) โครงการจัดประชุมวิชาการฯ และกำหนดการ  
2) โปสเตอร์ประชาสัมพันธ์โครงการ

ด้วยสถาบันบัณฑิตพัฒนบริหารศาสตร์ จะจัดงานประชุมวิชาการระดับชาติและระดับนานาชาติ ประจำปี 2565 (The 2022 National and International Conference of The National Institute of Development Administration: NIC-NIDA) ภายใต้หัวข้อเรื่อง “Turning Challenges into Opportunities: Working toward SDGs, BCG and Inclusive Growth in the Global Economy” ในวันที่ 18 - 19 สิงหาคม 2565 เวลา 09.00 – 17.30 น. โดยมีกิจกรรมหลัก ประกอบด้วย การปาฐกถาพิเศษ การบรรยายพิเศษ การอภิปรายร่วมของผู้ทรงคุณวุฒิและการนำเสนอผลงานทางวิชาการ (Online ผ่านระบบ Zoom Meeting) นั้น

ในการนี้ สถาบันฯ จึงขอความอนุเคราะห์ท่านในการเวียนแจ้งประชาสัมพันธ์เชิญชวนบุคลากรในหน่วยงานของท่านเข้าร่วมงานประชุมวิชาการฯ ตามวันและเวลาดังกล่าว โดยสามารถลงทะเบียน Online ได้ที่ <http://conference.nida.ac.th> และเข้าสู่เมนู “Registrations” หรือสามารถสแกน QR Code เพื่อเข้าสู่ระบบ (ลงทะเบียนตั้งแต่วันที่ - วันที่ 15 สิงหาคม 2565)

ทั้งนี้ ท่านสามารถดาวน์โหลดรายละเอียดเพิ่มเติมได้ที่เว็บไซต์งาน <<http://conference.nida.ac.th>> หรือสอบถามข้อมูลเพิ่มเติมได้ตามช่องทางที่ระบุในท้ายจดหมายนี้

จึงเรียนมาเพื่อโปรดพิจารณาให้ความอนุเคราะห์และขอขอบคุณมา ณ โอกาสนี้

ขอแสดงความนับถืออย่างยิ่ง

(ศาสตราจารย์ ดร.ทิพวรรณ หล่อสุวรรณรัตน์)

อธิการบดี สถาบันบัณฑิตพัฒนบริหารศาสตร์

ประธานคณะกรรมการบริหาร

การจัดงานประชุมวิชาการระดับชาติและระดับนานาชาติ ประจำปี 2565



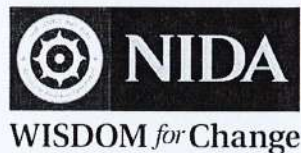
คณะกรรมการจัดงานประชุมวิชาการฯ

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(คุณดวงรัชนี เต็งสกุล/ผู้ประสานงานโครงการ)

ไปรษณีย์อิเล็กทรอนิกส์ (e-mail): [nidaconference@nida.ac.th](mailto:nidaconference@nida.ac.th)





**The 2022 National and International Conference of  
The National Institute of Development Administration  
(NIC-NIDA)**

**“Turning Challenges into Opportunities: Working toward SDGs, BCG and Inclusive  
Growth in the Global Economy”**

**August 18-19, 2022 between 9:00 a.m. – 5:30 p.m.**

**The National Institute of Development Administration (NIDA), Bangkok, Thailand  
(Online conference via ZOOM)**

## **1. Overview**

The National Institute of Development Administration (NIDA) was established on April 1, 1966. It is an institution of higher education in Thailand that has produced personnel to meet the country's developmental needs. It offers graduate programs at the master's and doctoral levels, promotes the conducting of high-quality research and continuously provides academic services to the public with dedication and passion. At present, it offers studies in fields related to development administration, namely Public Administration, Business Administration, Development Economics, Applied Statistics, Social Development, Environmental Management, Language and Communication, Human Resource Development, Law, Integrated Tourism Management, Communication Arts and Management Innovation, and Business Management.

Over the years, NIDA has annually organized three major conferences, consisting of the National Conference (held on the Institute's anniversaries), the International Conference on Advancement of Development Administration - Social Sciences and Interdisciplinary Studies (NIDA ICADA-SSIS) and the NIDA International Conference for Case Studies on Development Administration (NIDA-ICCS). These conferences' shared objectives are to disseminate works of academics both in and outside NIDA, provide forums for sharing knowledge and exploring ideas, and present research that benefits the country's development.

This year, NIDA deems it appropriate to organize, for the first time, the NIC-NIDA Conference which combines the national and international academic conference with the case studies forum. The conference is on “SDGs and BCG Model” and will be conducted via Zoom on August 18 -19, 2022. Its main activities include keynote and plenary lectures, panel and roundtable discussions and academic presentations related to sustainable development in line with the United Nations' Sustainable Development Goals (SDG) and Bio-Circular-Green Economy (BCG). The keynote lectures and presentations will be delivered by academics from the 11 disciplines as stated above.



## 2. Conference Theme

“Turning Challenges into Opportunities: Working toward SDGs, BCG and Inclusive Growth in the Global Economy”

## 3. Overview of Conference Theme

Bio-Circular-Green Economic Model or BCG has been introduced by the research community and promoted by the Thai government as a new economic model for inclusive and sustainable growth. The BCG model capitalizes on the country's strengths in biological diversity and cultural richness and employs technology and innovation to transform Thailand to a value-based and innovation-driven economy. The model also conforms to the UN Sustainable Development Goals (SDGs) and is also intended to align with the Sufficiency Economy Philosophy (SEP) which is the key principle of Thailand's social and economic development. The Sustainable Development Goals (SDGs), also known as the Global Goals, are a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity. The 17 SDGs are a part of transforming our world: the 2030 Agenda, which was adopted by 193 Member States at the historic UN General Assembly Summit in September 2015 and came into effect on January 1, 2016. The SDGs have been developed through an unprecedented consultative process that brought national governments and millions of citizens from across the globe together to negotiate and adopt the ambitious agenda.



#### 4. Conference Objectives

- (1) Be a platform that brings together researchers, academics, professionals, scholars and university students, national or international, to exchange their views and share their insights on the SDGs and BCG Models.
- (2) Promote the production and dissemination of research works in various fields relating to development administration.
- (3) Provide a public stage where academic, professional and student participants can present their research at the international level.
- (4) Promote the growth of research and development, and teaching and policy suggestions in the economic, social and governance realms.
- (5) Broaden social networks among academics from both local and international institutions, which could lead to initiation of new or further cooperation among them as well as support from agencies in both private and public sectors.

#### 5. The Disciplines/fields

NIC-NIDA welcomes academic works related to development and administration, social sciences, and interdisciplinary studies with the major theme of “Turning Challenges into Opportunities toward SDGs, BCG and Inclusive Growth in the Global Economy” The academic works can be categorized into 2 categories: (1) the disciplines/fields, and (2) the authors. The details are shown below.

##### 5.1 The disciplines/fields

- 1) Applied Statistics & Information and Technology (AS)
- 2) Business Administration (BA)
- 3) Communication Arts & Management Innovation (CM)
- 4) Development Economics (DE)
- 5) Environmental Development (EnD)
- 6) Human Resource Development (HRD)
- 7) Language and Communication (LC)
- 8) Law
- 9) Public Administration (PA)
- 10) Social Development (SD)
- 11) Tourism Management (TM)



## 5.2 The author categories

- 1) University faculty members and independent academics whose works have been presented or published
- 2) Novice researchers desiring to make their debut (i.e., university faculty members, independent academics, and university students who have never submitted their works anywhere else).
- 3) University students

## 6. Activities of the Conference

The conference is held for two days, with the activities divided into the morning and the afternoon sessions as follows:

### 6.1 Thursday, August 18, 2022

#### Morning session:

- 1) Keynote Address
- 2) Special Addresses
- 3) Panel Discussion

#### Afternoon session:

- 1) Paper Presentations ~ (National Conference)
  - Twelve Disciplines/Fields of Development Administration

Group	Sub theme
Group 1	Public Administration รัฐประศาสนศาสตร์ (บรรยายภาษาไทย)
Group 2	Business Challenges and Opportunities towards Sustainability ความท้าทายและโอกาสทางธุรกิจสู่ความยั่งยืน (บรรยายภาษาไทย)
Group 3	Sustainable Aging สูงวัยอย่างยั่งยืน (บรรยายภาษาไทย)
Group 4	The role of technology in environmentally sustainable development เทคโนโลยีสู่การพัฒนาที่ยั่งยืน (บรรยายภาษาไทย)
Group 5	Social Development and Strategic Management for Sustainability: Opportunities and Challenges in the Changing World Order การพัฒนาสังคมและยุทธศาสตร์การบริหารเพื่อความยั่งยืน: โอกาสและความท้าทายภายใต้การเปลี่ยนแปลงระเบียบโลก (บรรยายภาษาไทย)
Group 6	Environmental and Sustainability Challenges toward SDGs, BCG and Inclusive Growth ความท้าทายด้านสิ่งแวดล้อมและความยั่งยืนสู่เป้าหมายการพัฒนาที่ยั่งยืน เศรษฐกิจชีวภาพ เศรษฐกิจหมุนเวียน และเศรษฐกิจสีเขียว และการเติบโตที่ทั่วถึง (บรรยายภาษาไทย)

Group	Sub theme
Group 7	Media, Culture and Health Behaviors Against COVID-19 สื่อ วัฒนธรรม และพฤติกรรมสุขภาพต้านภัยโควิด19 (บรรยายภาษาไทย)
Group 8	Sustainable Aging สูงวัยอย่างยั่งยืน (บรรยายภาษาไทย)
Group 9	SDGs, BCG and Inclusive Growth in the Global Economy: Legal Theory, Practice and implementation (บรรยายภาษาไทย)
Group 10	Turning Challenges into the Tourism and Hospitality Industry toward sustainable development goals and Bio-Circular-Green Economy (BCG) in the Post-COVID-19 World (บรรยายภาษาไทย)
Group 11	SDGs, BCG and Inclusive Growth in Communication and innovation การพัฒนาอย่างยั่งยืน การพัฒนาเศรษฐกิจแบบองค์รวม และการเติบโตอย่างมีส่วนร่วมในการสื่อสารและนวัตกรรม (บรรยายภาษาไทย)
Group 12	Change management: Turning Challenges into Opportunities toward SDGs, BCG and Inclusive Growth in the Global Economy (Presentations in English)

## 6.2 Friday, August 19, 2022

### Morning session:

- 1) Keynote Address
- 2) Special Addresses
- 3) Panel Discussion

### Afternoon session:

- 1) Presentations ~ (International Conference) Eleventh Disciplines/Fields of Development Administration
  - Teaching Case and Research Case Studies Presentations
  - Paper Presentations
  - Ph.D. Consortium Presentations

## 7. Date of Conference

Thursday - Friday, August 18-19, 2022 between 9:00 a.m. – 5.30 p.m.



## 8. Type of Article for Presentations

1. Research Article
2. Academic Article
3. Review Article
4. Teaching Case study
5. Research Case study
6. Thesis (for the Ph.D. Consortium program)

All accepted papers will be published in the conference proceeding. The organizing committee will also select the quality papers for invited to publication in the NIDA Journals:

- 1) NIDA Development Journal (Indexed in TCI, Tier 3)
- 2) NIDA Case Research Journal (Indexed in TCI, Tier 2)

The selection is subject to the rules, terms, and conditions of the stated journals. The final decision for the journal publication will be made by the review board of the journals. Only the authors of qualified works will be invited to give a presentation at the conference and published in the NIDA Development Journal and NIDA Case Research Journal or if (1) the author(s) submit his/her both abstract(s) and full paper(s) by the due dates, (2) their works are peer reviewed and qualified by the selected reviewers, and (3) the author(s) give his/her/their presentations at the conference.

Also, a certificate will be presented to the author(s) whose his/her/their article(s) has been peer-reviewed and awarded as a top paper/top case. Those papers will be published in the NIDA Development Journal and NIDA Case Research Journal.

*\* Thesis (for the Ph.D. Consortium program) not included in this condition\**

## 9. Important Dates

<u>Activity</u>	<u>Date</u>
Full paper (including case studies) submission	Now - June 15, 2022 Deadline has been extended to July 15, 2022
Notification of the full paper reviewing result	March 30, 2022 (onwards)
Conference registration	Now - August 15, 2022
Conference presentations	August 18, 2022
<i>*For national-level papers <u>ONLY</u></i>	
Conference presentations	August 19, 2022
<i>*For international-level paper/case studies/Ph.D. Consortium <u>ONLY</u></i>	
Distribution of the Proceeding 2022	November 2022 (or later)

## 10. Article Submission

### 10.1 Full Paper/ Case Study Submission:

- Full paper (including case studies) must be written according to the format given in the "The paper template" section.
- Full paper (including case studies) submission must be made via <http://conference.nida.ac.th/> and within the given due dates and as the attached file(s) in the MS Word format only.
- The maximum length of both an abstract is 150 - 250 words, that of a full paper no longer than 25 pages (excluding tables, appendices, and references) and keywords of 3-5 words.

### 10.2 Ph.D. Consortium:

- Students who are midway through their Ph.D.
- In the process of research proposal (Thesis)
- The presenters must submit their research papers to their advisors for endorsement and approval to be eligible to present in the conference.
- The presenters will be awarded a certificate by the organizer without any obligation to publish their papers.
- Submission must be made via <http://conference.nida.ac.th/>

## 11. Format Instructions

All Full paper (including case studies) must be typed in English and in the APA format only (<http://www.apa.org/>). The language use must be grammatically correct. Full papers must be submitted by the given due dates. Full papers with poorly written English will not be considered.

## 12. Certificates and Awarded Papers

For Full Paper/ Case Study: Each presenter will get a certificate after their presentation. The best paper will be awarded "**Top Paper Award**" and will get

- (1) Certificate for Top Paper Award
- (2) 5,000 bath (Thai)

Please be informed that the committee's decision is considered final.

For Ph.D. Consortium: The presenters will be awarded a certificate by the organizer without any obligation to publish their papers.



### 13. Participants Registration

Conference registration for Participants: Now - August 15, 2022 via <http://conference.nida.ac.th> Menu "Registrations" or scan QR Code



### 14. Project Coordinators

Academic Seminar Organizing Committee and Research Center, National Institute of Development Administration

Tel. +66 (0) 2 727-3300, +66 (0) 2 727-3298

E-mail: [nidaconference@nida.ac.th](mailto:nidaconference@nida.ac.th)

Facebook Page: Research Center at NIDA

Website: <http://conference.nida.ac.th/>



Website: <http://conference.nida.ac.th/>

#### \*Remarks:

Link Zoom will be send later (During the last week of conference date) and for general information, please contact: < [nidaconference@nida.ac.th](mailto:nidaconference@nida.ac.th) >

*Noted on June 13, 2022*



# Turning Challenges

into Opportunities: Working toward SDGs, BCG and Inclusive Growth in the Global Economy

Day 1 : August 18, 2022



NIC-NIDA Conference



## Program

08:30 - 09:00 a.m. ONLINE REGISTRATION VIA ZOOM

09:00 - 09:30 a.m. OPENING CEREMONY

- Welcoming & Opening Address (Chairperson of NIDA Council)
- Report on NIDA updates (NIDA President)

09:30 - 10:00 a.m. KEYNOTE ADDRESS

- Keynote Speaker by Ms. Gita Sabharwal, UN Resident Coordinator for Thailand

10:00 - 11:00 a.m. SPECIAL ADDRESSES

- H.E. Dr. Han Zhiqiang, Ambassador, Extraordinary and Plenipotentiary of the People's Republic of China to the Kingdom of Thailand
- Prof. Dr. Eeva Furman, Director of Environmental Policy Center of the Finish Environment Institute (SYKE), Finland

11:00 a.m. - 12:00 p.m. PANEL DISCUSSION

- Prof. Dr. Keunjae Lee, Pusan National University, Korea  
Topic: Gender Equality: Female Income and Child Birth in Korea
- Prof. Dr. Woody Kim, The Dedman College of Hospitality (DSH), Florida State University: FSU, USA  
Topic: Drivers of Green Supply Chain Management for Sustainable Firm Performance
- Mr. Piyawat Sivaraks, Secretary General, Office of the Civil Service Commission, Thailand  
Topic: Public Reform and Sustainable Development Goals
- Dr. Suhaimi Haji Abd Samad, Faculty of Administrative Science and Policy Studies (FSPPP), Universiti Teknologi MARA, Malaysia  
Topic: From Cradle to Grave: Building Resilience through Social Protection

12:00 - 01:00 p.m. LUNCH

01:00 - 05:30 p.m. PAPER PRESENTATIONS - NATIONAL CONFERENCE

**In Thai:** Public Administration, Business Administration, Development Economics, Applied Statistics & Information and Technology, Social Development, Environmental Development, Language and Communication, Human Resource Development, Law, Tourism Management, Communication Arts & Management Innovation  
**In English:** International College

## Keynote Highlight

### Keynote Speaker



**Ms. Gita Sabharwal,**  
UN Resident Coordinator for Thailand

### Special Guest Speakers



**H.E. Dr. Han Zhiqiang**  
Ambassador Extraordinary and Plenipotentiary of the People's Republic of China to the Kingdom of Thailand



**Professor Eeva Furman**  
Director of Environmental Policy Center of the Finish Environment Institute (SYKE), Finland

### Panelists



**Prof. Keunjae Lee**  
Pusan National University, Korea



**Prof. Dr. Woody Kim**  
The Dedman College of Hospitality (DSH), Florida State University: FSU, USA



**Mr. Piyawat Sivaraks**  
Secretary General, Office of the Civil Service Commission, Thailand



**Dr. Suhaimi Haji Abd Samad**  
Faculty of Administrative Science and Policy Studies (FSPPP), Universiti Teknologi MARA, Malaysia

### Moderator



Asst. Prof. Dr.  
**Sid Suntrayuth**  
NIDA, Thailand



Asst. Prof. Dr.  
**Aree Manosuthikit**  
NIDA, Thailand



Asst. Prof. Dr.  
**Saksit Saengboon**  
NIDA, Thailand



Asst. Prof. Dr.  
**Savitri Gadavanij**  
NIDA, Thailand

### Master of Ceremony

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Facebook Page: Research Center at NIDA

Scan for  
Registration



Deadline for Registration  
**August 15, 2022**

**No Registration Fee**



# Turning Challenges

into Opportunities: Working toward SDGs, BCG and Inclusive Growth in the Global Economy

Day 2 : August 19, 2022



NIC-NIDA Conference



**Program**

08:30 - 09:00 a.m. ONLINE REGISTRATION VIA ZOOM

09:00 - 09:30 a.m.

**Keynote Speaker Dr. Suvit Maesincee**  
Former Minister of Ministry of Higher Education, Science, Research and Innovation

09:30 - 10:50 a.m.

**Room 1 Subtheme:**

Driving a Sustainable Future:  
Applying a Bio-Circular-Green Economy  
in Response to Global Environmental  
Change in Thailand

**Plenary Speaker by:**

- 1) Prof. Dr. Sanit Aksomkoe**  
Topic: -To be announced -
- 2) Mr. Chaiwat Kovavisarath**  
Topic: Shaping a Sustainable World  
with Evolving Greenovation
- 3) Mr. Wisut Chongcharoenkit**  
Topic: -To be announced -
- 4) Dr. Priyanut Dhammapriya**  
Topic: Sufficiency Living Case in  
Thailand: BCG Strategy for  
Sustainability

**Room 2 Subtheme:**

Accelerating Sustainable Development:  
The Role of BCG and SDG Bonds in  
Industry Sectors

**Plenary Speaker by:**

- 1) Dr. Kanit Sangsubhan**  
Topic: -To be announced -
- 2) Plenary Speakers from the  
Federation of Thai Industries,  
Thailand (-To be announced -)**
- 3) Mr. Arrut Navaraj**  
Topic: -To be announced -
- 4) Prof. Dr. Eugenia Wickens**  
Topic: The Role of BCG and  
SDG Bonds in Tourism and  
Hospitality Sectors

10.50 a.m. - 12.00 p.m. PANEL DISCUSSION

**Subtheme:** NIDA's Roles & Impact on SDGs and BCGs & Policy Recommendation on ESG (Environment, Social, Governance) Panelists: by NIDA Faculty Members

- Senior & Youngblood: Environment  
Prof. Dr. Siwatt Pongplachan & Asst. Prof. Dr. Kritdakorn Wongwuttikul
- Senior & Youngblood: Social  
Prof. Dr. Chartchai Na Chiangmai & Asst. Prof. Dr. Kritkorn Nawakitphaitoon
- Senior & Youngblood: Governance  
Assoc. Prof. Dr. Chandra-nuj Mahakanjana & Dr. Pawinee Chuayprakong

12:00 - 01:00 p.m. LUNCH

01:00 - 05:30 p.m. PRESENTATIONS ~ INTERNATIONAL CONFERENCE

- Teaching Case and Research Case Studies Presentations
- Paper Presentations
- Ph.D. Consortium

**Keynote Speaker**

**Keynote Hilight**



**Dr. Suvit Maesincee**  
Former Minister of Ministry of Higher Education, Science, Research and Innovation

**Plenary Speakers Room 1**

**Subtheme:** Driving a Sustainable Future: Applying a Bio-Circular-Green Economy in Response to Global Environmental Change in Thailand



**Prof. Dr. Sanit Aksomkoe**  
Chairman of National Economic and Social  
Development Council, Special Advisor to  
Bio-diversity-based Economy Development,  
Thailand



**Mr. Wisut Chongcharoenkit**  
Green Circularly Business Director, The Siam Cement  
Group (SCG) Public Company Limited, Thailand



**Mr. Chaiwat Kovavisarath**  
President and Group Chief Executive Officer  
Bangkok Corporation Public Company Limited,  
Thailand



**Dr. Priyanut Dhammapriya**  
Sustainable Development and Sufficiency Economy  
Studies Center, Thailand

**Plenary Speakers Room 2**

**Subtheme:** Accelerating Sustainable Development: The Role of BCG and SDG Bonds in Industry Sectors



**Dr. Kanit Sangsubhan**  
Secretary General of Eastern Economic  
Corridor (EEC), Thailand



**Mr. Arrut Navaraj**  
Managing Director of Sangsom Riverside, Thailand



**The Federation of  
Thai Industries, Thailand**  
-To be announced -



**Prof. Dr. Eugenia Wickens**  
University Utara Malaysia

**Panelists: Environment**

**Panelists: Social**



**Prof. Dr. Siwatt Pongplachan**  
NIDA, Thailand



**Asst. Prof. Dr. Kritdakorn Wongwuttikul**  
NIDA, Thailand



**Prof. Dr. Chartchai Na Chiangmai**  
NIDA, Thailand



**Asst. Prof. Dr. Kritkorn Nawakitphaitoon**  
NIDA, Thailand

**Panelists: Governance**

**Moderator**



**Assoc. Prof. Dr. Chandra-nuj Mahakanjana**  
NIDA, Thailand



**Dr. Pawinee Chuayprakong**  
NIDA, Thailand



**Asst. Prof. Dr. Sid Suntrayuth**  
NIDA, Thailand



**Asst. Prof. Dr. Dawisa Sritanyarat**  
NIDA, Thailand

**Master of Ceremony**



**Dr. Pattawut Charoenroop**  
NIDA, Thailand



**Assoc. Prof. Dr. Kanokkam**  
NIDA, Thailand

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Facebook Page: Research Center at NIDA

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Registration



Deadline for Registration  
**August 15, 2022**

**No Registration Fee**