



Message From Chairman of TRBS NET 2019-2020

Thailand Regional
Business Schools Network



African proverb said, “It takes a village to raise a child.” We, TRBS, replicate that it also takes a community of academia to raise business education impacts. Our four partners deliberately name this event “The International and National Conference on Business Administration and Accountancy (INCBAA)” to reflect the shared philosophy of our collaboration, which covers internationalization and interconnectedness of business knowledge. We also aim to disseminate an integral message to academic world that with collaboration across disciplines and institutions come even greater impacts of intellectual contributions. In sum, a sobriquet of INCBAA can be spelled out as “Interconnected Network of Colleagues in Business Administration and Accountancy”. Results from this joint Conference will domestically and regionally accrue benefits to both business scholarship and industrial practice. Chiang Mai University Business School thus takes pride in hosting this enterprise of writing another foremost chapter of the Thai business education again.

Associate Professor Dr. Siriwut Buranapin
Dean of Faculty of Business Administration
Chiang Mai University



Message from the Dean

Faculty of Business Administration and Accounting
Khon Kaen University



The 2nd of the International and National Conference on Business Administration and Accountancy (2nd INCBAA 2020) cooperated by Thailand Regional Business Schools Network (TRBS NET) which includes the Faculty of Management Sciences, Prince of Songkla University, the Faculty of Management and Tourism, Burapha University, the Faculty of Business Administration and Accounting, Khon Kaen University (KKBS) and the Faculty of Business Administration, Chiang Mai University (CMUBS). For this year Faculty of Business Administration, Chiang Mai University assisting to organization the 2nd INCBAA 2020.

The KKBS and other member of TRBS NET are greatly and proudly to cooperate with CMUBS, and also the KKBS helping to invite researchers to join the conference. Lastly, we would like to thanks the scholar, presenters, the committees, the guest speakers, the supporters, and TRBS NET with best friendship and happiness organizational network to complete the conference and build strong business school in Thailand Regional.

Associate Professor Dr. Pensri Jaroenwanit
Dean of Faculty of Business Administration and Accounting
Khon Kaen University

Message from the Dean

Faculty of Management Sciences
Prince of Songkla University



The International and National Conference on Business Administration and Accountancy (INCBAA 2020) is organized by the Thailand Regional Business Schools Network (TRBS NET). TRBS NET cooperates with well-known universities located in four main regions of Thailand, namely Chiang Mai University, Khon Kaen University, Prince of Songkla University, and Burapha University. This collaboration of these universities aims

- 1) to strengthen business administration and accounting disciplines,
- 2) to create research and innovation that will benefit society and the nation, and
- 3) to create business sustainability in the digital age.

These 4 universities from 4 regions are still committed to have the synergy in research and academic promotion activities, including lecturers and students exchange program, which will benefit the educational institution network and society as a whole.

Faculty of Management Science, Prince of Songkla University as a co-organizer with other 3 universities, is honored and proud to cooperate in organizing this conference. We are grateful to the organizing committee, moderators, experts, sponsors, paper presenters, and the related parties; that made this conference work well accomplished and benefit to the business administration and accountancy academic fields.

Assistant Professor Theerawat Hungsapruerk
Dean of Faculty of Management Sciences
Prince of Songkla University

Message from the Dean

Faculty of Management and Tourism
Burapha University



The emergence of innovations and digital technology bring about changes that transform not only businesses, industries but also the educational system. Technology disruption has changed our learning ecosystem and our work compartments. Digital technology is taking learning to the dimension. Innovation in education like micro learning, online learning courses and etc. allow students to learn from where ever they want and learn more in less time.

Burapha University is working hands in hands with Eastern Economic Corridor (EEC) office as a strategic university. Faculty of Management and Tourism which is also known as Burapha Business School (BBS) has been working with EEC-Human Resource Development Center (EEC-HDC) to reskill, upskill and develop new skill workforce into EEC's focused S-Curve especially in the tourism industry.

As one of the members of the Thailand Regional Business Schools Network (TRBS NET), BBS is pleased to be a co-host for The International and National Conference on Business Administration and Accountancy 2020 (INCBAA 2020) to provide an opportunity for academia in sharing knowledge and creating the sharing eco-system.

Assistant Professor Dr. Punnee Pimapunsri
Dean of Faculty of Management and Tourism
Burapha University