

MESSAGE from the President of Suan Sunandha Rajabhat University



I am thrilled to extend a heartfelt welcome to each one of you attending the 5th International Conference on Management, Innovation, Economics, and Social Sciences (ICMIESS) 2024, which will unfold in the vibrant city of Danang, Vietnam, from February 19-20, 2024. This esteemed gathering, proudly sponsored by Suan Sunandha Rajabhat University and hosted by our College of Innovation and Management, is a beacon of scholarly exchange and intellectual growth.

ICMIESS 2024 is a testament to our commitment to fostering advancements in management, innovation, economics, and social sciences. It offers a unique platform for scholars, industry experts, and budding researchers from across the globe to engage in meaningful dialogue, share cutting-edge insights, and explore synergistic collaborations that can propel our fields forward.

Our conference theme, “Building Organization on Management, Innovation, Economics, and Social Science,” is more than just a focal point for discussions—it's a call to action for all of us to contribute to the body of knowledge that drives societal progress and innovation. Through this forum, we aim to facilitate the dissemination of research findings and the formation of lasting partnerships and networks that will enable sustainable impact in various sectors.

As the president of Suan Sunandha Rajabhat University, I am profoundly grateful for the opportunity to welcome such a diverse and talented group of participants. Your dedication to advancing research and creating positive change is inspiring. Together, let us embark on this journey of discovery and collaboration, contributing to a future where knowledge and innovation lead the way to success and well-being for our communities and beyond.

May this conference be a fruitful and enriching experience for you all, marked by exchanging ideas that will lay the groundwork for future innovations and collaborative efforts. Here's to your continued success and prosperity as we move forward to make a meaningful difference in the world. Welcome to ICMIESS 2024.

Associate Professor Dr. Chutikarn Sriviboon

MESSAGE from the Dean of College of Innovation and Management



Welcome to the 5th International Conference on Management, Innovation, Economics, and Social Sciences (ICMIESS) 2024, set against the scenic backdrop of Danang, Vietnam, on February 19-20, 2024. This event, generously sponsored by Suan Sunandha Rajabhat University and meticulously organized by our College of Innovation and Management, signifies our ongoing commitment to fostering groundbreaking discussions and collaborations in management, innovation, economics, and social sciences.

As we convene for ICMIESS 2024, I hope this conference will serve as a vibrant arena for thought leaders, scholars, practitioners, and students from both the academic sphere and the field of innovation management to engage in dynamic exchanges of ideas and best practices. We aim to catalyze synergistic relationships that transcend borders, disciplines, and cultures, nurturing an environment ripe for the sustainable application of research and innovation.

This year's theme, "Building Organization on Management, Innovation, Economics, and Social Science," is designed to challenge and inspire us. It calls upon each participant to contribute to a mosaic of insights that promise to enhance organizational practices and influence the broader landscape of society and economies globally. Through your participation, we anticipate fostering a fertile ground for future collaboration, networking, and creating knowledge that will have a lasting impact.

On behalf of the entire Suan Sunandha Rajabhat University team, I extend my deepest gratitude and a warm welcome to all who join us in this noble pursuit. Your dedication to producing impactful research and commitment to sharing knowledge makes our collective journey toward improvement and prosperity possible.

May this conference be a beacon that guides us toward achieving greater success, prosperity, and meaningful contributions to our society and beyond. Here's to an enriching and unforgettable experience at ICMIESS 2024.

Asst. Prof. Dr. Cholpassorn Sitthiwarongchai