



President's Messages

for

The 6th Stamford International Conference on
“Innovative Leadership for Sustainable Development”
Asoke Campus – May 10-11, 2022

by Dr. Apitep Saekow

Dear Honorable executives of the co-organizing universities, honorable distinguished speakers and guests, conference participants, ladies and gentlemen:

On behalf of Stamford International University (STIU), I would like to express my sincere gratitude for the success of 6th Stamford International Conference on Innovative Leadership for Sustainable Development. The conference was held on May 10-11, 2022; through a virtual platform to provide the flexibility of online presentation/participations during the uncertain pandemic situation.

STIU was established in 1995 as a truly international university. We offer bachelor, master and doctoral degrees with students from around the world over 100 nationalities. Currently we have three campuses: 1). Huahin campus is around 200 Km from Bangkok. This campus is surrounding by green hills and beautiful lakes and is located in the areas of over 110 rai. 2). Bangkok Campus is a modern campus with student-centered environment and is close to the Suvarnabhumi Airport and 3). Asoke campus is located in the heart of Bangkok's business center at The Exchange Tower, conveniently connecting with the subways and railways stations.

STIU has continued organizing the national and/or international conference since 2014. Each conference had co-organized with local and global institutions from around the world. The conferences had been conducted in several themes of disciplines. This 6th International Conference was established to continue the university's vision and mission on promoting academic research and collaborate with other academic institutions for the academic service and research expansion.



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The objective of the 2-day conference was to learn and share knowledge among all and those who have rich experience and expertise in relevant areas of education and business administration. This conference was also a forum to bring together business people, researchers and industry professionals to discuss innovative ideas and diverse topics on the key areas such as Business Management, Strategic Management, Finance Management, Marketing Management, Leadership Studies, School-based Management, Educational Administration, Education Reform, Language Education and Curriculum Design and Structure. My big thanks to our authors for your submission. We had over 200 submitted papers from several countries including China, Malaysia, Nepal and Vietnam. My sincere gratitude also to all Peer-Review team who volunteered and allocated effort to review papers.

I would also like to express my deep gratitude to all local and global co-hosted institutions and highly appreciated the dedicated work of Assistant Professor Dr. Yan Ye and all the organizing committee members. My sincere thanks also to Keynote Speakers 1: Prof. Dr. Suping Yang, Prof. Dr. Karanam Pushpanadham and Prof. Dr. Gordana Pesakovic. Without all your support/effort, this conference would not be successful.

Due to the Covid pandemic, the world has faced new and complex challenges and opportunities. It was my expectation that the 6th STIU International Conference had been a series of gathering academic/research works to inspire action and promote a sustainability transformation from the impact and had provided an effective forum for academicians, researchers, and practitioners to advancing knowledge, research, and technology. In addition, I was confident that all the participants had enjoyed a stimulating conference and helped contributing to this international conference with the vibrancy and enrich discussions, developing professional knowledge exchange and building global networks.

Finally, once again my deepest thankfulness goes to conference organizing committee, peer review committee, our invited keynote speakers, co-hosting institutions, conference working group and all members who had directly and indirectly contributed to the conference. I wish you all the best and a greater success in your research and career and look forward to your continued contribution and participation in the next STIU conference.



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With all the best wishes!

Dr. Apitep Saekow

Acting President

Stamford International University



Welcome and Acknowledgement
for
The 6th Stamford International Conference on
“Innovative Leadership for Sustainable Development”
Asoke Campus – May 10-11, 2022
by Asst. Prof. Dr. Yan Ye

Dear Distinguished Speakers, Researchers,
Colleagues, Students, Ladies, and Gentlemen:

On behalf of the conference organizing committee of Stamford International University, it is my great pleasure to welcome all of you, both from abroad and within Thailand, to participate in our International Conference on “Innovative Leadership for Sustainable Development” today.

The 6th STIU International Conference is established to continue the university’s vision and mission of promoting academic research and collaborating with other international institutions, under the academic encouragement and proposal of OHEC (the Office of the Higher Education Commission) of Thailand’s. For this primary purpose, this International Conference brings all of us here, to this point!

In this highly globalized epidemic era, facing all kinds of the challenges and difficulties for the future sustainability, we sincerely hope, through this international conference, we all, researchers, scholars, and graduate school students; could take this opportunity to communicate our considerations, exchange our understandings, provide our recommendations, as well as explore our predictions for the future sustainability.

We’re so glad that our conference gathered 3 keynote speeches, and 235 academic and research papers from over 7 countries of the world, including China, Thailand, India, Malaysia, Vietnam, Myanmar, Nepal, and Taiwan area. The success of the conference was attributed foremost to our concerns and exploration of Innovative Leadership for Sustainable Development. While reviewing and selecting papers, we committee members surprisingly found that 48% of our conference papers are from outside of Thailand, and among these papers, so many papers were



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conducted by professors and students from different institutions and different countries, such as from China and Thailand, from China and India, or from China and Malaysia. I said surprisingly, because many authors and co-authors get to know each other, just starting from preparing for our conference. We heard from many participants that, before they were not knowing each other, but preparing for attending our conference, they became co-authors, and friends, started collaborating on many other academic works. As the conference coordinator, I'm so proud and happy that our conference could serve all, as an important channel for us, to meet, work, and team together, even in this COVID 19 situation.

In this regard, I must thank a group of people and institutions for making this conference become a true event. First, I want to extend my sincere thanks to our 14 cohosts for this conference. We have 4 cohosts from China, 4 from Thailand, each 1 from India/Vietnam/Nepal/Timor Leste, as well as 2 research networks from ASEAN. They contacted me from the very first minute when we decided to do this conference, they warmly supported, actively organized, and fully facilitated the whole process for this international conference, therefore, so many thanks to all our cohosts, with your great help and support, we could get so many excellent papers in less than 2 months.

Then, I want to thank our speakers, our three keynote speakers, as the internationally notorious scholars, coming from three different countries, in fact they all are extremely busy, but by receiving our invitations, they fully cooperated and supported us, adjusting their schedule, and prioritizing our conference, which made our international conference happen today. Therefore, my great appreciations to the three keynotes speakers, for your truly active support.

Moreover, I need to thank my team, and our organizing committee members, for their great contributions. Thanks to Ajarn Khun Ann, for being our outstanding MC today; thanks to Dr. Apitep, Dr. William, Dr. Chanchai, and Dr. Ake, for your professional guidance always; thanks to all 12 section Chairs, for your continuous and valuable supports, and sincere thanks to my colleagues Aj Alice, Aj Goy, Aj Taqwa, for your hard work, days and nights.



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Last but not the least, my special thanks also go to Dr. Li Zhang from Siam University, Dr. Hui Guo from North Chiangmai University, Dr. CuongND and Dr. Tran from Vietnam, Dr. Alex and Dr. Kate from India; and Dr. Yangsuping, from Nanning Normal University, China. This international conference could never happen without your contributions.

At this moment, I am very confident that today's conference will bring out the best in all of you and provide a forum to extend our collective wisdom to address challenging and unanswered questions from very different perspectives and foster future collaborations among ourselves. Gathering at our international conference, I am sure that we will be able to visualize a strategic roadmap to our sustainable developed future, with everyone's efforts. So once again, I warmly welcome all of you, and may you all enjoy our conference! Thank you!

Asst. Prof. Dr. Yan Ye

Conference Coordinator

Stamford International University of Thailand