



**NIDA International Business Conference 2017**  
**Innovative Management: Bridging Theory and Practice**  
**March 4, 2017**

**Final Schedule**

<b>8:00 – 8:45</b>	<b>On-site Registration</b>	(Lobby)
<b>8:45 – 9:00</b>	<b>Welcome and Opening Remark</b> Pradit Wanarat President of National Institute of Development Administration (NIDA)	(3Fl. Auditorium)
<b>9:00 – 10:15</b>	<b>Keynote Speakers</b> Chirayu Isarangkun Na Ayuthaya Grand Chamberlain of Bureau of the Royal Household Chancellor of the Council of NIDA Jeffrey Beall Associate Professor – University of Colorado, Denver Publisher of ‘Scholarly Open Access’ blog (also known as ‘Beall’s List’)	(3Fl. Auditorium)
<b>10:15– 10:45</b>	<b>Refreshment break</b>	(4Fl. Lobby)
<b>10:45 – 12:15</b>	<b>Paper Presentations</b> Communication and teamwork Fiscal and economic policy Innovative culture and performance International trade and investment Influencing consumer behaviors Investment banking and financing New perspectives in management	Rm 403 Rm 404 Rm 407 Rm 408 Rm 306 Rm 507 Rm 508
	<b>Showcase Presentations</b> Big data and internet of things (IoT) Bridging the management theory-practice gap Innovative solutions in health care	Rm 501 Rm 401 Rm 402
<b>12:30 – 14:00</b>	<b>Lunch and Plenary Session on ‘The Future of Business Schools and Management Education’</b> Lawrence Abeln, Dean of AIT School of Management Pasu Decharin, Dean of Chulalongkorn Business School Pipop Udorn, Dean of Thammasat Business School Viput Ongsakul, Dean of NIDA Business School	(3Fl. Auditorium)
<b>14:00 – 14:15</b>	<b>Refreshment break</b>	(4Fl. Lobby)
<b>14:15 – 15:45</b>	<b>Paper Presentations</b> Neuroscience in management Macroeconomics Innovative strategies Entrepreneurial management and organizational image Transforming management education Managing customer relations	Rm 403 Rm 404 Rm 407 Rm 408 Rm 306 Rm 507



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**Showcase Presentations**

Management innovation through virtual reality  
Innovation management in social enterprises

Rm 401

Rm 402

**16:00 – 17:00 Closing Reception and Best Paper Award**

(Hall of Fame)

Danuvasin Charoen  
Conference Chair  
Associate Dean of NIDA Business School

*\* Scheduled timing, content, and details are subject to change.*

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**Vendor Exhibitions 8:00-16:00 Rm 301**

**Publishers and books:** Cengage, Emerald, McGraw-Hill, Pearson, SAGE,  
NIDA faculties' books and research papers

**Invited speakers' exhibition:** ArtVScience, Asian Leadership Academy, GRAB, OB Club, SAS,

**NIDA Center for Business Innovation**

**NIDA Center for Enhancing Competitiveness**