



ABAC
GRADUATE SCHOOL
of
BUSINESS

Au Virtual International Conference 2020
Entrepreneurship and Sustainability in the Digital Era
Assumption University of Thailand
October 30, 2020
Co-hosted by



ABOUT ICESDE 2020

**AU Virtual International Conference 2020 “Entrepreneurship and Sustainability in the Digital Era” Assumption University of Thailand
October 30, 2020**

www.auconference.au.edu

The Graduate School of Business at Assumption University is hosting a Virtual International Conference on **Entrepreneurship and Sustainability in the Digital Era (ICESDE)** on October 30, 2020.

As an interdisciplinary forum, the conference will bring together scholars, practitioners, and graduate students from the region and beyond to discuss their research findings on how environmental-friendly and socially-inclusive growth and success can be sustained in the digital era, in Thailand in particular as it recently embarked on Industry 4.0. Keynote and feature speakers will provide a variety of perspectives on the conference themes.

Amid the use of electronics and information technology in the digital community, people are living in the exponential pace, disrupted almost every industry in every country and the breadth and depth of the digital economy transformed the entire business systems, ranging from production, management to governance.

Billions of people connected by mobile devices, with unprecedented processing power, storage capacity, and access to knowledge, are unlimited, multiplied by emerging technology breakthrough in fields such as artificial intelligence, robotics, the Internet of Things, autonomous vehicles, 3-D printing, nanotechnology, materials science, energy storage, and quantum computing.

Objectives

The sustainable entrepreneurship or social entrepreneurship is the business to solve problems related to social and environmental sustainability with good causes to turn the world problems into business opportunities by sustainable innovation.

Challenges and Opportunities

Most large corporations or organizations gain from the digital economy to have direct and fast access to their customers or clients to raise their global revenues, reduce cost of business operations, and improve the quality of life for populations around the world.

The challenges are that the Small and Medium – sized Enterprises (SMEs), or newly established and fast growing business (Start – up) must be digitalized transformed to quickly meet a market place need, improve the communication channels to their customers or clients, and offer innovative products, processes or services. They also need to create their sustainable digital transformation to serve any new customers’ need, significantly disrupted existing industry value chains with agility, novelty, mobile digital platform, digital marketing research and development, quality and delivery speed of products/processes/services, and competitive price.

The opportunities of SMEs or start-ups are that the customers or clients access to affordable



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products, processes and services in the digital planet. The possible opportunities are to create the niche market, a small market segment, to satisfy specific market needs, affordable price range, high quality products/processes/services, and demographics. For example, Grab tax mobile application, online flight booking, product/process/service test before actual purchase via online store website, etc.

CALL FOR PAPERS

The ICESDE organizing committee invites presenters and participants to submit their papers and attend the conference, which will enable them to earn academic credentials, exchange views with personalities from a broad range of disciplines, share common interests in current issues, and help to build the breadth and depth of knowledge necessary for creating a sustainable environment.

Research Papers accepted for presentations will be published on the ICESDE Proceedings and some papers may be published in the following Assumption University Journals: *AU-GSB e-Journal* and *AU ODI Journal* and *AU YIE e-Journal* all of which are listed in the Thai-Journal Citation Index Centre.

Submission Paper

Please follow the following steps:

Submissions-Online submissions at

<http://www.assumptionjournal.au.edu/index.php/ICESDE>

RECOMMENDED TOPICS

The following is by no means an exhaustive list of the topics of interest for submission. It is just to give an idea of the various issues that could possibly be discussed by participants. We welcome contributions on ANY topics that authors feel can contribute to the advancement of knowledge in the areas covered by the conference's main themes.

Business Management

Social Sciences

Health Care Management

Hospitality and Tourism Management

Organization Development

Innovative, Creative and Technology Management

IMPORTANT DATES

1 Sep. – Oct. 15, 2020

Call for papers

Editorial initial decision within 3-5 working days after submission.

1 Sep. - 25 Oct. 2020

Registration and payment to proceed to peer review

1 Sep. – Oct. 15, 2020

Peer review final decision and feedback

15 - 25 October 2020

Deadline for submission for qualified paper for presentation

30 October 2020

Conference and Presentations



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REGISTRATION FEE / PAPER

Paper Presenters	2,000 THB for Thai participation 70 USD for International participants
Non-presenting Attendance	500 THB/ 20 USD

CONFERENCE AGENDA

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October 30, 2020

09:00-9:30	Registration
09:30-10:00	Welcoming Speech by Asst. Prof. Dr. Kitti Phothikitti Dean, Graduate Studies Dean, Graduate School of Business
10:00-11:45	Keynote “Crisis: Danger & Opportunities” by Douglas Abrams Founder and CEO of Expara and Expara IDM Ventures, Singapore’s Leading Incubator Fund
13:00-17:00	Virtual Presentation of Research Articles