



Strategic Plan and Action Plan Fiscal Year 2022



**Faculty of Management Sciences,
Prince of Songkla University**



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Preface

World-renowned strategists like Morris Chang, Executive Chairman of Taiwan Semiconductor Manufacturing Company and CEO of the world's first and largest silicon foundry, has said that: “Without strategy, execution is aimless. Without execution, strategy is useless.”

In order for the Faculty of Management Sciences at Prince of Songkla University, to enter its 47th year as the “nationally leading educational institution in management” we must be able to drive forward with our strategic plans which guarantees future success. Establishing an annual action plan therefore is absolutely necessary to carry on our strategic plan. The action plan will help all departments within the faculty to recognize the missions to be accomplished within a year, as well as to prioritize and implement concrete operational guidelines within the short term according to the specified indicators.

The 2022 Fiscal Year Action Plan was formed based on the direction of change and challenges facing the Faculty of Management Sciences today, combined by jointly determining the path of development of the action plan with the Faculty of Management Sciences’ community. The key plans, projects, activities and indicators have been identified and clearly reflect each step of the way. On behalf of the organization leaders, I sincerely hope for an annual action plan. At this time, this will be an effective blueprint, keeping the internal organization. The Faculty of Management Sciences has created clear goals and aims to meet the direction of the future together.

Assistant Professor Theerawat Hungsapruet
Dean, Faculty of Management Sciences

Executive Summary

The Faculty of Management Science, Prince of Songkla University has set out a vision to achieve within Year 2023, aiming to be the "nationally leading educational institution in management" under its mission statement: cultivating graduates, executives, and entrepreneurs with characteristics consistent with being graduates desirable in the 21 century under curriculum that is accredited according to international standards and that also drives communities and society towards sustainable development.

In order for the implementation of the above vision and missions to be fulfilled, projects are needed each year to achieve success and a common pride of the management sciences community. In the Fiscal Year 2022 (Oct 2021-Sept 2022), the plan sets out the operational direction under four key strategies as follows:

Strategy 1: Build a Community of Executives: Develop the competency of learners to be professional executives who have the ability to learn throughout life (Executive Community and Lifelong Learning). The goal is to have proactive management sciences which supports executives, entrepreneurs, alumni and individuals of all ages and promotes lifelong learning. In addition, aims to provide students with 21-century skills and build towards global citizenship under high-performance faculty and state-of-the-art knowledge, including providing accredited courses in accordance with international standards.

Strategy 2: Research Integration: Develop research and innovation for social impact with the goal of gaining high-quality research to be recognized nationally and internationally (Research and Innovation for Social Impact). This includes the creation of integrated research groups in creating research and management innovations that align with the direction of national development and driving communities/society.

Strategy 3: Empowering to serve society: Drive and strengthen communities and society with Sustainable Development Goals (SDGs). The aim is to achieve social engagement that contributes to intimacy and strength between faculty, community, and society. As well as to integrate teaching, learning, and research into academic services enhance communities and society under the aims of the Sustainable Development Goals (SDGs)

Strategy 4: Enhance the efficiency of the management system to international standards: Drive the organization to the global standard by applying a modern management system under a new way of life and good governance. The goal is to provide the faculty with an approach to management to international standards under personnel who

have potential to meet the vision of the Faculty and university. This will be reached by being a smart Faculty and to achieve stability and sustainable self-reliance.

In fiscal year 2022, there were 37 projects and activities under the annual action plan as follows:

1. Up Skill project to exchange knowledge between departments
2. Non-Degree/Module Curriculum Development project
3. Media interesting Funding project
4. Massive Open Online Courses (MOOC) Funding program
5. Information Technology Skills Development for Undergraduate Students program
6. FMS Smart Leaders project
7. SAP project
8. Internship project
9. Cooperative Education project
10. International Research Symposium project for first term
11. Academic Personnel Development program to Support Modern Teaching and Learning
12. Reinventing University project
13. International Research Symposium project for second term
14. Practical Research Training program for graduates
15. Researcher/Lecturer Support program for publication in both domestic and international journals
16. Mentor Teacher Development project
17. Research projects to drive AACSB
18. National Joint Research project (4 Institutions)
19. Preparatory project to develop research topics in accordance with Research Roadmap of the faculty, university, and in accordance with the development direction of the country, and to support its research funding.
20. EEC companies MOU project to develop research on the current challenges and support research projects in conjunction with non-government parties.
21. Project to understand the needs to develop research on the current challenges and allocate funding for research projects in 5 southern border provinces.
22. Project to transfer management innovations to the community
23. Annual Review and Action Plan project
24. Education Criteria for Performance Excellence program (EdPEX)
25. Job site seminar project
26. Personnel Development project organize by the faculty for supporting staff
27. Safety Training program
28. Computer Training program

29. Information System Development project for management
30. Review examinations project
31. Funding activity
32. AACSB Educational Training activity
33. Activity to develop and maintain the qualifications of instructors through AACSB international standards
34. The 14th National Conference on Administration and Management activity
35. Internal faculty governance activity
36. Individual Development Plan (IDP)
37. Practical manual for supporting personnel tasks funding

The financial budget of support in the amount of 10,193,000 baht, has been classified according to each strategy as follows:

- o Strategy 1, a total budget of 3,753,000 baht
- o Strategy 2, a total budget of 3,890,000 baht
- o Strategy 3, a total budget of 500,000 baht
- o Strategy 4, a total budget of 2,050,000 baht

In addition, in order to make the strategic drives to be fulfilled and to successfully tracked continuously, the faculty has set indicators and target values that are challenging each strategy. by integrating with the direction that the university hopes for. will lead to the push for the Faculty Stepping on the path "institution leading national level in management" gracefully in the near future

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1. Faculty of Management Sciences Overview

1.1 Vision

“the national leading educational institution in management”

1.2 Mission

Cultivating graduates, executives and entrepreneurs with leadership skills and digital creativity for the benefit of mankind. The curriculum and research activities are accredited according to international standards, developed in innovation management and academic services to drive the community and society towards sustainable development.

1.3 Core Competencies

- 1) Having competence and expertise in the field of management
- 2) Being able to adapt to challenging situations and modern management concepts

1.4 Core Values

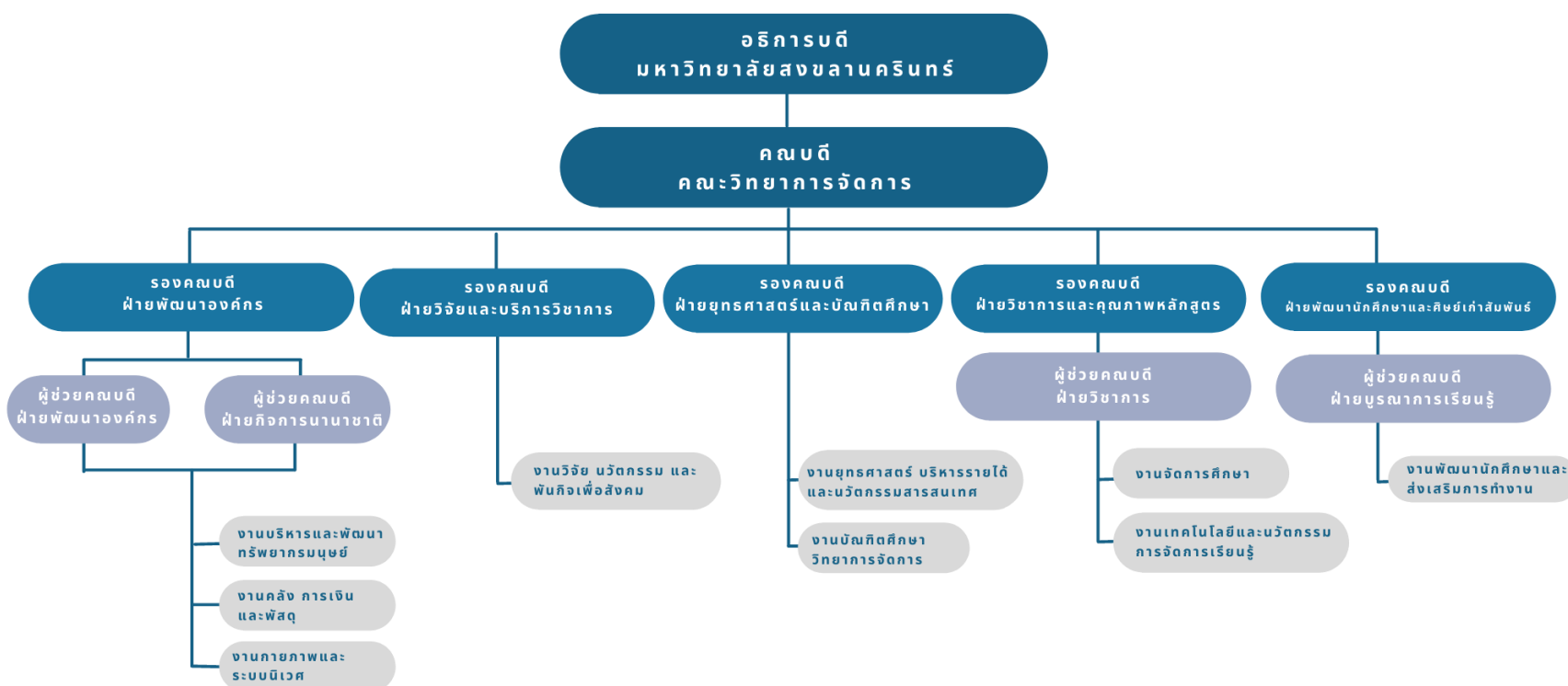
PRIDE

P	= Professionalism	Professional performance
R	= Research	Solving problems with research guidelines
I	= Integrity	Holding the principles of morality
D	= Diversity	Exchanging and integrating knowledge in various management sciences
E	= Excellence	Attempting excellence

1.5 Organizational Structure

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ORGANIZATIONAL CHART



2. Strategic Structure, Faculty of Management Science

2.1 Build a community of administrators: Develop the competency of learners to be professional executives who have the ability to learn throughout life (Executive Community and Lifelong Learning).

Goals

1. To have a proactive education management system that promotes lifelong learning in management sciences for executives, entrepreneurs, alumni and individuals of all ages.
2. To provide students with 21-century skills and build towards global citizenship
3. To enhance the performance of faculty to have modern skills and knowledge, and keep pace with up-to-date technology that's agree upon and acceptable to communities and society.
4. To create alliances and integrate academic cooperation networks to raise the level of the capacity of the faculty
5. To ensure that the curriculum is accredited according to international standards.

Strategies

1. Develop/improve management curriculum to meet the needs of the labor market by integrating cross sciences and entrepreneurial networks, as well as support credit accumulation (Credit bank).
2. Manage education that enhances management capacity supportive for executives, entrepreneurs, alumni and individuals of all ages.
3. Support mechanisms and activities to develop learner capacity in line with the skills of the 21 century, such as focusing on leadership, digital performance and creativity to become a global citizen.
4. Create educational opportunities for disadvantaged and vulnerable groups.
5. Promote/develop faculty to have skills and knowledge in modern teaching, learning, and management as technology changes, which is also agreed upon and accepted to communities and society.
6. Build alliances and networks with academic cooperation and alumni networks
7. Push the curriculum to be accredited in accordance with international standards.
8. Create an atmosphere and support academic activities in line with international standards.

Indicators and target values

* is OKR

University

Indicators	Target Value			
	2020	2021	2022	2023
1. Number of cross disciplinary curriculums	N/A	N/A	1	1
2. Number of courses held in conjunction with entrepreneurs, society and community	6/N/A	6	8	10
3. Number of module courses offered that supports executives, entrepreneurs, alumni, and people of all ages.	2	3	4	5
4. Satisfaction of graduates in management skills				
- Graduate level	4.21/4.41	4.40	4.40	4.50
- Undergraduate level	4.21/4.29	4.30	4.35	4.40
5. Number of student development projects towards global citizenship	8/57	10	15	20
*6. Percentage of students with English proficiency				
- 4 th year	100/100	100	100	100
- 3 rd year	80/91.79	80	80	90
- 2 nd year	70/87.19	60	60	80
- 1 st year	50/73.50	50	60	70
*7. Percentage of students with Digital Literacy per total student population	90/95	95	95	100
8. Graduate satisfaction in leadership				
- Graduate level	4.21/4.74	4.75	4.75	4.80
- Undergraduate level	4.21/4.40	4.40	4.45	4.45
9. Graduate satisfaction in digital competency				
- Graduate level	4.25/N/A	4.25	4.30	4.35
- Undergraduate level	4.00/N/A	4.10	4.15	4.20
10. Graduate satisfaction in creativity				
- Graduate level	4.21/4.44	4.45	4.50	4.55
- Undergraduate level	4.21/4.49	4.50	4.55	4.60
11. Number of projects/activities/business plans that received an award.	36/18	40	40	40

Indicators and target values

* is OKR

University

Indicators	Target Value			
	2020	2021	2022	2023
12. Amount of funds for vulnerable learners	2,500,000/ 11,065,200	5 million	5 million	5 million
*13. Percentage of instructors who pass an instructor competency assessment at level 2 or higher based on the total number of full-time instructors.	Percentage 2/ Percentage 2.86	Percentage 2	Percentage 3	Percentage 5
14. Number of instructors who received a teaching assessment score of 4.50 or higher.	98/99.24	80	85	90
*15. Number of courses with online learning such as MOOC.	80/ Online = 84 MOOC=0	At least 1 per course / program	At least 1 per course / program	At least 1 per course / program
*16. Academic Impact	14/1	18	20	22
17. Number of textbooks or teaching material published during that year.	3/2	3	4	5
*18. Percentage of exchange students (Inbound/Outbound) based on total number of students				
Undergraduate level				
- Inbound	0.25/0	0.25	0.25	0.25
- Outbound	0.25/0.11	0.25	0.25	0.25
Graduate				
- Inbound	0.25/0.56	0.50	0.50	0.50
- Outbound	0.25/0	0.25	0.25	0.25
19. Number of MOU's in academics or cooperative/internship				
- Education management	5/13	15	15	15
- Cooperative/internship	10/8	10	10	12
20. Success level of course development in accordance with AACSB standards	2/1	1	2	2
21. Number of projects/activities supporting entry to international standards	1/1	2	3	4

Indicators and target values

* is OKR University

Indicators	Target Value			
	2020	2021	2022	2023
22. Percentage of courses with internal quality assurance (AUN QA) program level of 3.25 or higher	25	30	40	50
23. Percentage of teachers who meet AACSB benchmarks	5	10	15	20
* 24. Percentage of Outcome-Based Education courses based on total number of courses	85	90	95	100
25. Number of projects/activities that create an atmosphere or academic activities in line with internationalization.	2	3	4	5
* 26 Number of foreigner teachers working full-time.	2/2	2	2	2
* 27. Number of programs with international students.	2/2	2	2	2
* 28 Percentage of increased scholarship funding.	Increase percentage 1 /increase percentage 263.0	Increase percentage 1	Increase percentage 1	Increase percentage 1

2.2 Strategy 2: Research Integration:Develop research and innovation in management to use for social benefit (Research and Innovation for Social Impact)

Goals

1. To publish more high-quality research to be recognized nationally and internationally.
2. To create an integrated science research group to produce research and innovation in management that is consistent with the direction of national development and drive communities/society.
3. To achieve research and innovation in management to utilize and drive society.

Strategies

1. Push forward for publication in national and international academic journals
2. Drive efficient and effective research
3. Develop a system that allows academic staff to conduct joint research from different disciplines on the issues in line with the direction of national development.
4. Build and promote an organized research network, both domestic and abroad to increase research capacity.
5. Establish a specialized research center to initiate research in line with the direction of national development and that also drives communities/society.
6. Push research and innovations in management forward to utilize and drive society (Social Impact)

Indicators and target values

* is OKR University

Indicators	Target values			
	2020	2021	2022	2023
* 1. Number of international publications	17/13	20	25	25
* 2. Number of publications with citations	5/8	6	7	8
3. Number of published researchers increased from the mentor system	1	2	2	3
4. Number of research from instructors, staff, students who have received awards.	3/2	2	2	3
5. Number of graduate student's development projects related to research skills.	2/11	10	10	12
* 6. External research funding (million baht)	6.05/0.2	6.6	7.15	8.5
7. Number of cross disciplinary research projects between faculties or with other agencies	3/0	2	2	3
* 8. Percentage of increased research revenue	15	20	20	25
9. Number of specialized research centers	2	2	3	3
10. Percentage of research that contributes to society and community	10/56	15	20	25
11. Amount of research or innovations that have been utilized	4/5	4	5	6
* 12. Number of academic results that are used commercially	2	2	3	3

2.3 Strategy 3: Strengthening the power to serve society: Drive and strengthen communities and society through Sustainable Development Goals (SDGs)

Goals

1. To achieve social engagement that contributes to intimacy and strength between the Faculty of Management Sciences, community, and society.
2. To integrate teaching, learning, and research into academic services and enhance communities and society.
3. To support the creation of a cooperative network to drive the economy within communities and society under the aim of sustainable development goals (SDGs)

Strategies

1. Push for academic services that engage with communities and society.
2. Increase academic service administrative capacity.
3. Integrated teaching, learning, and research into academic services for community and social development.
4. Promote collaboration mechanisms between disciplines, faculties, campuses, and institutions.
5. Promote networking and provide academic services according to the needs of the communities and society to strengthen and achieve sustainability of the south and the country in the long term, while aiming towards Sustainable Development Goals.

Indicators and Target values

* is OKR University

Indicators	Target values			
	2020	2021	2022	2023
1. Number of academic service projects engaged with the community and society.	2/N/A	3	4	5
2. Percentage of academic service projects that generate income for agencies and university	40/N/A	40	45	50
3. Number of service projects offering consultations.	10/15	15	15	20
* 4. Number of short-term training courses	4/7	5	6	7
* 5. Percentage of increase income from academic and professional services.	Increase percentage 25 / Percentage 459.72	Increase percentage 25	Increase percentage 25	Increase percentage 25
6. Number of academic service projects or activities that come from the integration of teaching, learning, or research.	5	5	7	10
7. Number of academic service projects or activities that come from cross sciences or cross agency integration.	2	2	3	3
8. Number of projects or academic service activities aimed towards the Sustainable Development Goals.	2	2	3	3
9. Number of funding sources for academic services that continually allocate funds	5/4	5	8	10
* 10. Impact of academic service projects in response to university vision and government policies and public policy for driving society.	2	2	3	3

2.4 Strategy 4: Enhance the efficiency of the management system to international standards: Drive the organization to the global standard by applying a modern management system under a new way of life and good governance.

Goals

1. To provide the faculty with an approach to management to international standards
2. To enable personnel to have potential to meet the vision of the faculty and university by aiming to work proactively.
3. To be a smart faculty
4. To achieve stability and sustainable self-reliance
5. To strengthen the image and expand the recognition of the faculty's potential.

Strategies

1. Support management mechanisms in accordance with the Education Criteria for Performance Excellence (EdPEX)
2. Push for academic positions or professional certificates
3. Push for development of career paths for supporting personnel.
4. Support by enhancing the capacity of the supporting personnel.
5. Support the creation an organization of a happy workplace for building relationships and maintaining excellence people.
6. Push for information systems that support the administration to create a good smart faculty atmosphere.
7. Create financial stability and sustainable self-reliance
8. Push for emergency risk support measures
9. Support proactive organization communication

Indicators and Target values

* is OKR University

Indicators	Target values			
	2020	2021	2022	2023
1. Faculty meets the educational quality criteria for EdPEX 200	level 1	level 2	level 3	level 4
2. Results of the assessment according to the standards of good governance	4.25/4.25	4.25	4.30	4.35
3. Percentages of instructors who received professional recognition.	50/30.77	32.00	33.00	35.00
4. Number of instructors applying for academic positions.	1/3	3	4	5
5. Number of instructors who have received academic positions.	1/0	3	4	5
6. Number of supporting staff who are given a higher position.	1/3	3	4	5
7. Number of supporting staff who have received a higher position.	1/0	3	4	5
* 8. The percentage of support staff employed with a bachelor's degree or higher who meets the English proficiency (Tell Me More) in Intermediate + or E-Testing level with a score 5 or higher.	Total percentage 25 / Percentage 20.93	Percentage 30	Percentage 35	Percentage 35
9. Number of staff members invited to be managers or consultants outside the Faculty	5	6	7	8
10. Number of completed projects that develop the work of supporting staff (KAIZEN/LEAN)	8/N/A	8	8	8
11. Number of times that staff has been invited outside faculty to be a lecturer /external expert.	30	30	35	40
12. Number of projects for developing staffs' potential.	3	5	5	5

Indicators and Target values

* is OKR University

Indicators	Target values			
	2020	2021	2022	2023
13. Average score of staffs' positive relationship to the organization				
- Academic staff	4/3.36	3.40	3.45	3.50
- Supporting staff	4/3.31	3.40	3.45	3.50
14. Number of activities that promote the wellbeing of the staff.	1	1	2	2
15. Number of information systems that support administration.	20/24	25	26	27
16. Number of projects that are in line with the new ways of life.	2	3	4	5
* 17. Percentage of increased accumulated revenue	256,219,838.18	Increase by not less than 2% of the previous accumulated income.		
* 18. Percentage of income from various forms of education management that increased.	Increase by 1 percent	Increase by 1 percent	Increase by 1 percent	Increase by 1 percent
19. The risk level of the faculty.	Low	Low	Low	Low
* 20. Social Network Visibility	1 point (percent 1-20)/ 2 points (percent 2.17)	1 point (percent 1-20)	1 point (percent 1-20)	2 points (percent 1-20)

3. Action Plan for Fiscal Year 2022

Strategy 1: Build a community of administrators Develop the competency of learners to be professional executives who have the ability to learn throughout life (Executive Community and Lifelong Learning)				
Goal	OKRs	Target value	Project/Activity	Indicators
1. To have a proactive education management system that promotes lifelong learning in management sciences for executives, entrepreneurs, alumni and individuals of all ages. <u>Responsible persons:</u> Associate Dean for Academic Affairs and Curriculum Quality, Assistant Dean for Academics, Associate Dean for Strategy and Graduate Studies	1. Number of courses with online learning such as MOOC.		Short-term action plan 1. Up Skill project to exchange knowledge between departments. Amount 10,000 Baht 2. Non-Degree/Module Curriculum Development project. Amount 25,000 Baht 3. Effective Communications Funding project. Amount 15,000 Baht	1. Number of cross disciplinary curriculums. 2. Number of courses held in conjunction with entrepreneurs, society and community. 3. Number of module courses offered that supports executives, entrepreneurs, alumni, and people of all ages. 4. Satisfaction of graduates in management skills.

Strategy 1: Build a community of administrators Develop the competency of learners to be professional executives who have the ability to learn throughout life (Executive Community and Lifelong Learning)				
Goal	OKRs	Target value	Project/Activity	Indicators
			Long-term action plan	
			4. Massive Open Online Courses (MOOC) Funding program. Amount 80,000 Baht	
2. To provide students with 21-century skills and build towards global citizenship. <u>Responsible persons:</u> Associate Dean for Academic Affairs and Curriculum Quality, Associate Dean for Student Development and Alumni Relations, Assistant Dean for	2. Percentage of students with English proficiency. 3. Percentage of students with Digital Literacy per total student population. 4. Number of student development projects towards global citizenship. 5. Percentage of increased scholarship funding.		Short-term action plan	5. Graduate satisfaction in leadership. 6. Graduate satisfaction in digital competency. 7. Graduate satisfaction in creativity. 8. Number of projects/activities/ business plans that received an award. 9. Amount of funds for vulnerable learners.
			5. Information Technology Skills Development for Undergraduate Students program. Amount 50,000 Baht 6. FMS Smart Leaders project. Amount 50,000 Baht 7. SAP project. Amount 350,000 Baht 8. Internship project. Amount 200,000 Baht	

Strategy 1: Build a community of administrators Develop the competency of learners to be professional executives who have the ability to learn throughout life (Executive Community and Lifelong Learning)				
Goal	OKRs	Target value	Project/Activity	Indicators
Academic Affairs, Assistant Dean for Learning Integration, Associate Dean for Strategy and Graduate Studies.			9. Cooperative Education project. Amount 543,000 Baht 10. International Research Symposium project. Amount 30,000 Baht 11. Funding activity.	
			Long-term action plan	
3. To enhance the performance of faculty to have modern skills and knowledge, and keep pace with up-to-date technology that's agree upon and acceptable to communities and society.	6. Percentage of instructors who pass an instructor competency assessment at level 2 or higher based on the total number of full-time instructors. 7. Academic Impact.		Short-term action plan	10. Number of instructors who received a teaching assessment score of 4.50 or higher. 11. Number of textbooks or teaching material published during that year.
			12. Academic Personnel Development program to Support Modern Teaching and Learning. Amount 50,000 Baht	

Strategy 1: Build a community of administrators Develop the competency of learners to be professional executives who have the ability to learn throughout life (Executive Community and Lifelong Learning)				
Goal	OKRs	Target value	Project/Activity	Indicators
<u>Responsible persons:</u> Associate Dean for Academic Affairs and Curriculum Quality, Assistant Dean for Academic Affairs, Associate Dean for Organization Development.			Long-term action plan 13. Individual Development Plan (IDP).	12. Number of MOU's in academics or cooperative/internship.
			Short-term action plan 14. Reinventing University project. 15. International Research Symposium project.	
4. To create alliances and integrate academic cooperation networks to raise the level of the capacity of the faculty. <u>Responsible persons:</u> Associate Dean for Student Development and Alumni Relations, Assistant Dean for Learning Integration,				

Strategy 1: Build a community of administrators Develop the competency of learners to be professional executives who have the ability to learn throughout life (Executive Community and Lifelong Learning)				
Goal	OKRs	Target value	Project/Activity	Indicators
Associate Dean for Strategy and Graduate Studies, Associate Dean for Organization Development, Associate Dean for Research and Academic Services.			Long-term action plan	
5. To ensure that the curriculum is accredited according to international standards. Responsible persons: Associate Dean for Academic Affairs and Curriculum Quality, Associate Dean for Strategy and Graduate	8. Percentage of exchange students (Inbound/Outbound) based on total number of students. 9. Percentage of Outcome-Based Education courses based on total number of courses. 10. Number of foreigner teachers working full-time. 11. Number of programs with international students.		Short-term action plan	13. Success level of course development in accordance with AACSB standards. 14. Number of projects/activities supporting entry to international standards. 15. Percentage of courses with internal quality assurance (AUN QA)
			16. AACSB Educational Training activity.	
			Long-term action plan	
			17. Activity to develop and maintain the qualifications of instructors through AACSB international standards. Amount 2,000,000 Baht	

Strategy 1: Build a community of administrators Develop the competency of learners to be professional executives who have the ability to learn throughout life (Executive Community and Lifelong Learning)				
Goal	OKRs	Target value	Project/Activity	Indicators
Studies, Assistant Dean for Academic Affairs, Associate Dean for Organization Development, Assistant Dean for Organization Development			18. Support activities according to Strategy 1 Amount 350,000 Baht	program level of 3.25 or higher. 16. Percentage of teachers who meet AACSB benchmarks. 17. Number of projects/activities that create an atmosphere or academic activities in line with internationalization.
			Total budget Amount 3,753,000 Baht	

<p align="center">Strategy 2: Research Integration</p> <p align="center">Develop research and innovation for social impact with the goal of gaining high-quality research to be recognized nationally and internationally (Research and Innovation for Social Impact).</p> <p align="center">Responsible person: Associate Dean for Research and Academic Services</p>				
Goal	OKRs	Target value	Project/Activity	Indicators
1. To publish more high-quality research to be recognized nationally and internationally.	1. Number of international publications. 2. Number of publications with citations.		Short-term action plan	1. Number of published researchers increased from the mentor system. 2. Number of research from instructors, staff, students who have received awards. 3. Number of graduate student's development projects related to research skills.
			1. The 14 th National Conference on Administration and Management activity. Amount 450,000 Baht 2. Practical Research Training program for graduates. Amount 50,000 Baht 3. Researcher/Lecturer Support program for publication in both domestic and international journals. Amount 500,000 Baht 4. Mentor Teacher Development project. Amount 200,000 Baht	

Strategy 2: Research Integration Develop research and innovation for social impact with the goal of gaining high-quality research to be recognized nationally and internationally (Research and Innovation for Social Impact). Responsible person: Associate Dean for Research and Academic Services				
Goal	OKRs	Target value	Project/Activity	Indicators
			Long-term action plan	
			5. Research projects to drive AACSB. Amount 2,000,000 Baht	
2.To create an integrated science research group to produce research and innovation in management that is consistent with the direction of national development and drive communities/society.	3. External research funding (million baht). 4. Percentage of increased research revenue.		Short-term action plan	4. Number of cross disciplinary research projects between faculties or with other agencies. 5. Number of specialized research centers.
			6. National Joint Research project (4 Institutions). Amount 200,000 Baht 7. Preparatory project to develop research topics in accordance with Research Roadmap of the faculty, university, and in accordance with the development direction of the country, and to support its research funding. Amount 100,000 Baht	

Strategy 2: Research Integration Develop research and innovation for social impact with the goal of gaining high-quality research to be recognized nationally and internationally (Research and Innovation for Social Impact). Responsible person: Associate Dean for Research and Academic Services				
Goal	OKRs	Target value	Project/Activity	Indicators
3.To achieve research and innovation in management to utilize and drive society.	5. Number of academic results that are used commercially. 6. Amount of research or innovations that have been utilized.		Long-term action plan 8. EEC companies MOU project to develop research on the current challenges and support research projects in conjunction with non-government parties. Amount 100,000 Baht	6. Percentage of research that contributes to society and community.
			Short-term action plan 9. Project to understand the needs to develop research on the current challenges and allocate funding for research projects in 5 southern border provinces. Amount 190,000 Baht	

Strategy 2: Research Integration Develop research and innovation for social impact with the goal of gaining high-quality research to be recognized nationally and internationally (Research and Innovation for Social Impact). Responsible person: Associate Dean for Research and Academic Services				
Goal	OKRs	Target value	Project/Activity	Indicators
			Long-term action plan	
			10. Project to transfer management innovations to the community Amount 100,000 Baht.	
			Total budget Amount 3,890,000 Baht	

Strategy 3: Strengthening the power to serve society Drive and strengthen communities and society through Sustainable Development Goals (SDGs) Responsible persons: Associate Dean for Research and Academic Services, Head of programs				
Goal	OKRs	Target value	Project/Activity	Indicators
1. To achieve social engagement that contributes to intimacy and strength between the Faculty of Management Sciences, community, and society.	1. Number of short-term training courses. 2. Percentage of increase income from academic and professional services. 3. Number of academic service projects engaged with the community and society.		Short-term action plan	1. Percentage of academic service projects that generate income for agencies and university. 2. Number of service projects offering consultations.
			Long-term action plan	
			1. Project to transfer management innovations to the community.	
2. To integrate teaching, learning, and research into academic services and enhance communities and society.			Short-term action plan	3. Number of academic service projects or activities that come from the integration of teaching, learning, or research. 4. Number of academic service projects or activities that come from cross sciences or cross agency integration.
			Long-term action plan	

Strategy 3: Strengthening the power to serve society Drive and strengthen communities and society through Sustainable Development Goals (SDGs) <u>Responsible persons:</u> Associate Dean for Research and Academic Services, Head of programs				
Goal	OKRs	Target value	Project/Activity	Indicators
3. To support the creation of a cooperative network to drive the economy within communities and society under the aim of sustainable development goals (SDGs).	4. Impact of academic service projects in response to university vision and government policies and public policy for driving society.		Short-term action plan	5. Number of projects or academic service activities aimed towards the Sustainable Development Goals.
			Long-term action plan	6. Number of funding sources for academic services that continually allocate funds.
			2. Support activities according to Strategy 3 Amount 500,000 Baht	
			Total budget Amount 500,000 Baht	

Strategy 4: Enhance the efficiency of the management system to international standards				
Drive the organization to the global standard by applying a modern management system under a new way of life and good governance.				
Goal	OKRs	Target value	Project/Activity	Indicators
1. To provide the faculty with an approach to management to international standards. <u>Responsible persons:</u> Associate Dean for Strategy and Graduate Studies			Short-term action plan	1. Faculty meets the educational quality criteria for EdPEX 200. 2. Results of the assessment according to the standards of good governance.
			1. Annual Review and Action Plan project. Amount 200,000 Baht	
			Long-term action plan	
			2. Education Criteria for Performance Excellence program (EdPEX). Amount 100,000 Baht	
2. To enable personnel to have potential to meet the vision of the faculty and university by aiming to work proactively. <u>Responsible persons:</u> Associate Dean for Organization Development,	1. The percentage of support staff employed with a bachelor's degree or higher who meets the English proficiency (Tell Me More) in Intermediate + or E-Testing level with a score 5 or higher.		Short-term action plan	3. Percentages of instructors who received professional recognition. 4. Number of instructors applying for academic positions. 5. Number of instructors who have received academic positions.
			3. Job site seminar project. Amount 1,000,000 Baht	
			4. Personnel Development project organize by the faculty for supporting staff. Amount 150,000 Baht	

Strategy 4: Enhance the efficiency of the management system to international standards				
Drive the organization to the global standard by applying a modern management system under a new way of life and good governance.				
Goal	OKRs	Target value	Project/Activity	Indicators
Assistant Dean for Organization Development			5. Practical manual for supporting personnel tasks funding. Amount 50,000 Baht	6. Number of supporting staff who are given a higher position.
			6. Safety Training program. Amount 30,000 Baht	7. Amount Number of supporting staff who are given a higher position.
			Long-term action plan	8. Number of staff members invited to be managers or consultants outside the Faculty.
				9. Number of completed projects that develop the work of supporting staff (KAIZEN/LEAN).
				10. Number of times that staff has been invited outside faculty to be a speaker / external expert.
				11. Number of projects for developing staffs' potential.

Strategy 4: Enhance the efficiency of the management system to international standards				
Drive the organization to the global standard by applying a modern management system under a new way of life and good governance.				
Goal	OKRs	Target value	Project/Activity	Indicators
3. To be a Smart faculty. <u>Responsible persons:</u> Associate Dean for Organization Development, Assistant Dean for Organization Development				12. Average score of staffs' positive relationship to the organization. 13. Number of activities that promote the wellbeing of the staff.
			Short-term action plan	14. Number of information systems that support administration. 15. Number of projects that are in line with the new ways of life.
			7. Computer Training program Amount 20,000 Baht	
			Long-term action plan	
			8. Information System Development project for management.	

Strategy 4: Enhance the efficiency of the management system to international standards				
Drive the organization to the global standard by applying a modern management system under a new way of life and good governance.				
Goal	OKRs	Target value	Project/Activity	Indicators
4. To achieve stability and sustainable self-reliance. <u>Responsible persons:</u> Associate Dean for Organization Development, Assistant Dean for Organization Development, Associate Dean for Strategy and Graduate Studies	2. Percentage of increased accumulated revenue. 3. Percentage of income from various forms of education management that increased.		Short-term action plan	16. The risk level of the faculty.
			9. Review examinations project	
			10. Internal faculty governance activity	
			Long-term action plan	
5. To strengthen the image and expand the recognition of the faculty's potential. <u>Responsible persons:</u> To strengthen the image and expand the recognition of the faculty's potential.	4. Social Network Visibility		Short-term action plan	
			Long-term action plan	

Strategy 4: Enhance the efficiency of the management system to international standards				
Drive the organization to the global standard by applying a modern management system under a new way of life and good governance.				
Goal	OKRs	Target value	Project/Activity	Indicators
			10. Support activities according to Strategy 4 Amount 500,000 Baht	
			Total budget Amount 2,050,000 Baht	