



<b>Project Title</b>	The 11 <sup>th</sup> National and the 9 <sup>th</sup> International Conference on Research and Innovation : The Development of Community Economy with BCG Model
<b>Type of the Project</b>	National and international conference
<b>Responsible Office</b>	Research and Academic Service Office, Northeastern University
<b>Date</b>	Saturday, May 18, 2024

## 1. Rationale

Community economy is an important foundation of the country's economic development, because it is an area that creates important economic and social activities; such as, production, trade, services, employment, income generation and food security. However, today's community economy is facing many problems and obstacles such as climate change, competition from outside, imbalance of the economic structure which results in the community economy to become weaker and unable to compete. Research and innovation are important tools for revitalizing the community economy because it can help solve problems and obstacles that the community economy is facing.

Research and innovation can help develop technologies and innovations to adapt to climate change; such as agricultural technology that is more resilient to climate change, renewable energy technology and reducing external competition. Research and innovation can help develop quality products and services that meet consumer needs, e.g. developing organic, agricultural products, creative tourism development and restructuring the community economy. Research and innovation can help to develop community economies to be diverse and sustainable, such as developing a green community economy, cultural-based community economic development. Community economy development through research and innovation requires cooperation from all sectors, including the government, private sector, and civil society. The important driving directions include developing research and innovation systems for the community. The government sector should play an important role in promoting and developing

research and innovation systems for the community by allocating the necessary budget and resources including creating a mechanism for cooperation between government agencies, the private sector, and civil society. Creating a research and innovation network for the community research and innovation for the community should come from the cooperation of many sectors by creating a research and innovation network for the community, it will help to connect and coordinate the cooperation between each other effectively. For promoting and supporting the benefits of research and innovation to the community, the state should play a role in promoting and supporting the benefits from research and innovations for the community by developing mechanisms and measures to make it possible for research and innovation to be used effectively. In particular, the development of the community economy will contribute to the income distribution, reduce inequality and create economic stability which the BCG Economy or Bio-economy, the Circular Economy and the Green Economy (Bio-Circular-Green Economy) are sustainable development policy that focuses on using resources efficiently, reduction of pollution and building the green economy as a guideline for community with developmental potential through the use of local resources, local intelligence, and community collaboration to develop the foundation economy by using technology and innovation to increase value, such as, using technology and innovations to develop products, services, production processes and increasing the value of community goods and services, etc.

Northeastern University is a private higher education institution in the Northeastern region, which is outstanding performance for a long time. According to the abbreviations of N E U, the meanings are N: Nurturing Merit Principles (good) with morality, E: Excellence (good) excellence in graduate production, academics research and arts and culture and U: United Publicness (public consciousness) having conscience for the public and to be the university for the community. In 2024, Northeastern University has been in cooperation with the co-host institutions for the 11th National Academic Conference and the 9th International Academic Conference under the title **“The Development of Community Economy with BCG Model”**. The conference aims to increase the quality of research and innovation that are important drive of national development. Furthermore, it is a platform that allows the exchange of research knowledge between students, researchers and academics as well as strengthening academic collaborations to create knowledge and apply research results and innovations to revive the community economy through research and innovation. Moreover, creating stability and



### 3.2 Quality

The researchers and participants have received body of knowledge on research and innovation development to apply for suitably reviving the community economy.

## 4. The Operation

### 4.1 The Conference Process

#### 4.1.1 The patterns of conference

- 1) Online conference
- 2) Academic lecture by Keynote speakers
- 3) Research presentation of lecturers and graduate students (Oral Presentation)

#### 4.1.2 The duration of the conference process and activities

- 1) Full Paper Registration and Submission: February 16, 2024
- 2) Early Bird Registration Deadline: March 31, 2024
- 3) Full Paper Submission Deadline: April 30, 2024
- 4) Final Edited Paper Submission Deadline: May 7, 2024
- 5) Announcement of Accepted Articles: May 7, 2024
- 6) Academic Conference Research Presentation: May 18, 2024

#### 4.1.3 The groups of research

- 1) Researches from lecturers, academics, researchers and interested people
- 2) Theses / Independent studies of graduate students from public and private institutions which are parts of education (completed or pending studies) and have never been presented in any conferences or publications.
- 3) The five areas of national researches and theses/ independent studies;
  - Education such as Education Administration, Curriculum and Teaching Development, Educational Measurement and Evaluation and Educational Innovation
  - Health Sciences such as Nursing, Medicine, Public Health, Pharmacy, and Medical Technology
  - Science and Technology such as Science, Engineering, Computers and Technology
  - Humanities and Social Sciences such as Law, Arts, Political Science, Public Administration and Communication Arts
  - Business Administration and Economics such as Business Administration,

## Tourism and Hotel Management and Economics

### 4) The five areas of International Conference;

- Education (Education Administration, Curriculum and Teaching Development, Educational Evaluation, or Educational Innovation)
- Health Sciences (Nursing, Medicine, Public Health, Pharmacy, or Associated Medical Sciences)
- Science and Technology (Science, Engineering, Computer and Information Technology)
- Humanities and Social Sciences (Law, Arts, Social Sciences, Public Administration, or Communication Arts)
- Business and Economics (Business Administration, Hotel and Tourism Management, or Economics)

#### 4.1.4 Formats of Presentation

- 1) Oral Presentation
- 2) Online Conference
- 3) 10 minutes for a presentation and 5 minutes for a Q&A session
- 4) Thai and English articles are accepted.

#### 4.1.5 Full paper and abstract preparation

- 1) Researchers can submit both Thai and English articles
- 2) Download format of articles at <http://conf.neu.ac.th/>
- 3) Researchers can register and submit articles at <http://conf.neu.ac.th/>

#### 4.1.6 Registration fee

- 1) Early Bird Registration (within March 31, 2024)
  - 1.1 Lecturers, academics, researchers, graduate students and interested people
    - The national article 2,000 baht
    - The international article 3,500 baht
  - 1.2 Undergraduate students
    - The national article 1,500 baht
    - The international article 3,000 baht

## 2) Actual registration (1-30 April 2024)

1.1 Lecturers, academics, researchers, graduate students and interested people

- The national article 2,500 baht

- The international article 4,000 baht

1.2 Undergraduate students

- The national article 2,000 baht

- The international article 3,500 baht

3) No fee for Northeastern University staffs

4) No fee for Co-host within Thailand with the total number of 2 national articles and 1 international article

5) No fee for Co-host outside Thailand with the total number of 2 international articles

6) Participants who have paid fee will receive certificate, bag and related documents.

7) Those who do not wish to receive documents can join the conference without paying registration fee.

### 4.1.7 Payment

Payment by wire transfer to Krung Thai Bank

Branch: Pratumuang Branch

Beneficiary Name: Northeastern University General Fund

Account No.: 425-6-026827

### 4.1.8 Conference schedule

Saturday, May 18, 2024 Time: 8:30 a.m. – 5:00 p.m.

### 4.1.9 Selection of outstanding research articles

The expert committee considers outstanding research articles from 5 groups of research, 2 awards for each group, with the total number of 10 awards. The researcher whose research article is selected will receive a certificate and the author of articles in fields related to NEU academic and research journal. (TCI 2) can choose to publish in either the NEUARJ or the proceeding.

## 5. Conference Venue

Northeastern University

## **6. Expected results**

6.1 The research, theses, independent studies and Co-operative study project conducted by students from public and private institutions are expected to be published.

6.2 Participants at the conference are expected to gain experience in presenting their research results to the seminar, while research presenters should strive to hone their presentation skills for research, thesis, or independent study.

6.3 Students and academics are expected to exchange knowledge between national and international levels.

6.4 Quality research, theses, , independent studies and Co-operative study project are encouraged to be published in an academically-acceptable format.

6.5 The academic works of Northeastern University are expected to be recognized and accepted at both national and international levels.

## **7. Performance consideration**

Northeastern University, under the Operation Committee, reserves the right to consider and proceed as follows:

7.1 Considering the selection of presentation groups and types of presentations.

7.2 Selecting research results to be presented at the conference and to be included in the proceedings.

7.3 Disqualifying the right to present research results at the conference in the following cases:

1) The abstract does not adhere to the required form or format and has not been revised in accordance with the expert's recommendations.

2) Registration and payment of registration fees are either late or incomplete.

7.4 Final selection of works and judging is under the jurisdiction of the Operation Committee of Northeastern University.

Research and Academic Services Office  
Northeastern University