



Advocate for Decent Work and Cultivate Intelligence and Leadership for Sustainable

8 DECENT WORK AND
ECONOMIC GROWTH



RESEARCH

SME performance & tourism industry in times Covid-19

NIDA is recognized as a global frontier research university with numerous projects aimed at enhancing industrial productivity and economic growth, aligned with the 8th Sustainable Development Goal. Notable research in 2023 published in Scopus Q1 is "The Effect of Social Media Agility on the Performance of Small and Medium Enterprises: Moderating Roles of Firm's Size and Environmental Dynamism" by Warachet Ong-ngam (PhD student) and Assoc. Prof. Dr. Peerayuth Charoensukmongkol (Faculty member of the International College). This study emphasizes using social media agility to improve SME performance, which is a key mechanism for Thai economic development. It was published in the Journal of Entrepreneurship in Emerging Economies, a top 7% journal (Cite Score 7.7) with a Field-Weighted Citation Impact (FWCI) of 1.37, indicating a 37% higher citation rate than the field average. Additionally, Assoc. Prof. Dr. Peerayuth Charoensukmongkol has been ranked by Stanford University as a top 2% highly cited researcher in Business Administration for five consecutive years (2020-2024).

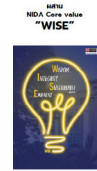
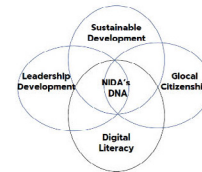


NIDA has also conducted research related to the tourism industry, which accounts for about one-third of Thailand's GDP. The development of the tourism industry significantly impacts economic growth. Notable publications include "Understanding the Relationship Between Trade Show Motivational Attributes, Trade Show Participation, and Business Performance" by Assoc. Prof. Dr. Charoenchai Agmapisarn from the School of Tourism Management and "Business Survival in Times of COVID-19: Empirical Evidence from Tourism Enterprises in Thailand" by Prof. Dr. Piriya Pholpirul from the School of Development Economics.

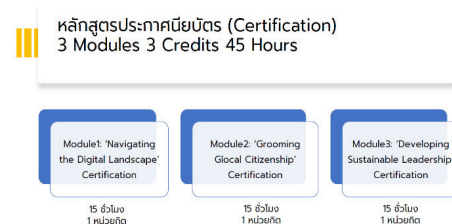
TEACHING & LEARNING

Empowering graduates with skills for sustainable growth

NIDA's DNA and Skillset Architecture



NIDA provides education designed to develop workforce skills that align with the country's needs. It ensures that graduates possess skills and knowledge that meet industry demands and support sustainable development. The institute has also identified four key skill areas for all NIDA students: (1) Sustainable development, (2) Leadership, (3) Digital awareness, and (4) Glocal citizenship. The foundational course for graduate students (ND 4000), which all students must take, consists of 45 hours across three modules: (1) Navigating the digital landscape, (2) Grooming glocal citizenship, and (3) Developing sustainable leadership. Students receive a certificate for each module upon passing, enhancing their employability.



A 2023 survey of 792 master's and doctoral graduates showed an average salary of 44,643 THB, representing a 33.55% increase from their pre-study salaries. This equates to an annual income of 535,716 THB, roughly double the national income of 255,880 THB per person in 2023. The average daily income (salary divided by 30 days) is 1,488 THB, about four times higher than the minimum wage in Bangkok (353 THB/day). The survey also reported an average employer satisfaction score of 9 out of 10 regarding graduate quality.

COMMUNITY OUTREACH

Strengthening education & local development through collaboration

NIDA is committed to community outreach, particularly in education. For instance, the School of Language and Communication collaborated with the School of Education at Indiana University to train 18 Myanmar teachers in using technology for language teaching from July 24 to August 4, 2023.



NIDA also partnered with Government Savings Bank on the “Yuwaphat Rak Thin” project for the 7th year. Faculty, students, and community members worked together to develop and add value to seven local products from five communities around the institute: Ban Suan Rim Khlong Lat Phrao, Golden Land Community Tourism Network, Green Papa Village Enterprises in Bueng Kum District, Rim Khlong Prawet North Bank in Prawet District, and Klong Tahnod Community in Min Buri District.

Additionally, the institution supported student club activities at Watnalom School, Khao Lan Subdistrict, Thap Sakae District, Prachuap Khiri Khan Province, by providing teaching and learning materials to promote English and mathematics learning. Similarly, the School of Applied Statistics also organized the 4th “Coloring for Kids” activity at Thapkritpathana School, Nakhon Sawan Province, to improve school facilities and donate items to benefit teaching and learning.



OPERATION

Promoting equality, inclusion & sustainable workforce practices

To promote valuable employment, NIDA adheres to fair employment practices, equality, and compliance with labor laws. The institute has a policy against modern slavery, applying to both internal and external employment (e.g., service contractors). This includes prohibiting the employment of minors (individuals over 60, and allowing service companies to hire individuals aged 60-65 as housekeeping and security staff. Currently, there are 69 housekeepers and security guards, 29 of whom are over 55 years old (42%), and 12 are over 60 years old (17%).

Furthermore, NIDA renewed contracts for 41 academic staff and 26 support staff who are over 60. The institution provides adequate and equal amenities for students and staff, including facilities for disabled individuals. This explains why Thailand's well-known positive-thinking motivational speaker, Nicharee Penekachanathsak, aka Nong Thun, decided to enroll at NIDA as a PhD student in Public Administration.

NIDA also emphasizes equality within academic and staff councils, allowing employees of any gender, nationality, and religion to run for council committee elections. Both council presidents are women; among the 21 members, there are 8 women and one foreigner (Assoc. Prof. Hiroki Goto). The staff council has 23 members, including 14 women.

Finally, the institute supports negotiations for employee benefits by involving representatives from both academic and support staff in the Employee Expense Fund Committee to ensure equal benefit distribution. It also regularly revises academic staff workload standards through public hearings, allowing for input gathering and involvement of representatives from all Graduate Schools.

