

9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE



**Drive Innovation & Infrastructure for
Sustainable Development**

OVERVIEW

NIDA produces research in the fields of technology and innovation that enhances the competitiveness of the industrial sector. These research outputs are published in internationally recognized academic journals of global standing. Furthermore, NIDA produces highly capable graduates who enter the industrial sector and operates several units that promote innovation, including the Business Incubation Center, the Business Innovation Center, the Center for Data Analytics and Data Technology Management, and the Center for Entrepreneurial and Innovation Development Research. These units work together to transfer technology and innovation to communities, society, and the nation.

RESEARCH /FUNDING

Advancing AI & innovation research for sustainable growth

NIDA has produced outstanding research supported by the Office of the Science, Research, and Innovation Promotion Board (TSRI), under the Fundamental Fund (FF) program. Notable projects include:

- AI Artists and Augmented Reality for Sustainable Career Pathways of Artists
- Sustainable AI Artist Training with Small Data Sets on Deep Learning Models
- Sustainable Workload Balancing between AI Artists and Human Artists: A Strategic Perspective on Human Resource Management

In addition, NIDA's research has been published in high-impact international journals, namely:

- "A Technological, Data-Oriented Design Journey for Teaching and Learning Business Intelligence and Analytics Projects in Higher Education" in Decision Sciences Journal of Innovative Education
- "Real Options: Connecting with Other Perspectives and Exploring New Frontiers" in Academy of Management Perspectives

Moreover, NIDA researchers presented their work at the 2024 INFORMS Annual Conference in Washington, USA, with the paper titled "AI-Enabled Smart Retail Solutions for Improving Customer Experience Management."

In sum, NIDA places great importance on the development of technology and innovation by promoting and supporting job creation, prosperity, social stability, and sustainable development. This commitment is reflected in the institute's research income from STEM fields. In the fiscal year 2024, NIDA's average research income per faculty member in STEM fields amounted to 2.79 million baht, while the average research income per faculty member in arts, humanities, and social sciences was 3.56 million baht. Community Engagement.

TEACHING & LEARNING

Innovative education for the digital transformation era

NIDA emphasizes the use of innovation in teaching and learning. The School of Business Administration offers programs such as Master of Business Administration (MBA), Master of Science in Corporate Finance, Investment, and Risk Management (Flexible - CFIRM) and Ph.D. in Business Administration. These programs focus on developing modern executives capable of managing and defining strategies to guide organizations through digital transformation. In addition, business students at NIDA have represented the institute as University Innovation Fellows (UIF) under the UIF Networks of Stanford d. School, which serves as the innovation hub of Stanford University in the United States.

Meanwhile, the School of Applied Statistics also offers programs such as:

- Master of Science in Smart Logistics and Supply Chain Management (LSCM)
- Master of Science in Data Analytics and Data Science (DADS)
- Master of Science in Information Technology Management (ITM)
- Ph.D. in Smart Logistics and Supply Chain Management
- Ph.D. in Computer Science & Information Systems
- Ph.D. in Data Analytics & Data Science

These programs aim to develop personnel and knowledge to meet the needs of society and national development policies. They focus on producing graduates with expertise in statistics, data science, and information technology who can apply their knowledge to enhance organizational performance and capacity.

OPERATION

Bridging research, learning & community development

NIDA runs several centers that serve as hubs for research, innovation, and knowledge transfer, including the Center for Change and Innovation, Business Incubation Center, Business Innovation Center, Center for Data Analytics and Data Technology Management, Environmental and Climate Change Research Center, Center for Entrepreneurial and Innovation Development Research, NIDA Design & Innovation Hub, and NIDA AI Innovation Hub. These centers focus on studying, researching, supporting exchanges, incubation, and transferring technology and innovation to communities, society, and the nation.

In addition, NIDA provides a learning environment that supports both teaching and research. For example, the GSAS Sm@rt Lab is equipped with Artificial Intelligence, Machine Learning, Smart Logistics, and Data Analytics technologies for teaching and training purposes.

<https://as.nida.ac.th/faculty/>

The NIDA Design & Innovation Hub and NIDA AI Innovation Hub are learning centers for technology and innovation inspired by the principles of Design Thinking. These hubs help organizations drive transformation through experiential learning and enable the creation of genuine business innovations using tools such as AI, Big Data, Smart Retail, and robotics.

<https://nidahub.nida.ac.th/>

