



The 3rd National and International Conference 2022
“Proactive Management of Cooperative and Social Enterprises
Reacting to the Challenges of New Social Dynamics”

1. Conference Theme:

Since the declaration of UN’s sustainable development goals (SDGs) in 2015, the surge of sustainable development has been challenged by capitalism and globalization. The rapid development of information technology concomitant with the recovery of the world economy make the whole economies to focus mainly on the target of economic growth but leaving other targets such as equally distribution of income and the better standard of livings to be the second priorities. Slowdown economic and troublesome social circumstance affected from COVID-19 became aggravate drivers to challenge cooperatives and social enterprises management and capabilities. Moreover, the arising of the notorious social issues related cooperatives and social enterprises such as the abandonment of original purposes, the perception of large member dominance, corruption, poor management, overly sensitive to member concerns and etc. will deteriorate the significance of these organizations as the core organizations employed to promote SDGs and as the business organizations to promote benefits for their members.

Although, there exist the scandalous cases of cooperatives and social enterprises, there also empirically exist the successful cases of these organizations to promote the sustainable development such as Mondragon Corporation (a corporation and federation of worker cooperatives in Spain), Coop Swiss (The largest retail and wholesale cooperative society in Switzerland), Arla Foods (an international cooperative based in Denmark, and the largest producer of dairy products in Scandinavia) and etc. The presence of these outstanding cooperatives and social enterprises reveal the facts that the implementation of cooperative principles and the idea of the sustainable development must work together so as to make these enterprises to survive and steadily grow under the intense level of competitiveness.

Nowadays, people cherishing in cooperative principles believe that cooperatives and social enterprises can be used to solve the fundamental problems related to the well beings of human

lives. Moreover, all of these enterprises play a key role in achieving the SDGs in many fields including food securities, poverty and inequality reduction, economic growth spurring, productivity improvement, production and consumption responsibilities, and etc.

Due to these reasons, Department of Cooperatives, Faculty of Economics, Kasetsart University will host the 3rd national and international conference 2022 under the theme “Proactive Management of Cooperative and Social Enterprises Reacting to the Challenges of New Social Dynamics”. The conference will be held online with based in Bangkok, Thailand, from July 21 – 22, 2022.

We welcome researchers, policy makers, practitioners, students, social enterprises and social economy sectors to share their experiences in any issues related to co-operatives and sustainable development. We hope that this conference will bring together various concerned groups to discuss about the prospects, the conditions and the key success factors of cooperatives and social enterprises to apply the concept of sustainable development to overcome the scandalous issues in these enterprises as well as to facilitate the development of these enterprises at the local, national and international levels.

2. Objectives

- 2.1 To promote and utilize the concept of SDGs for cooperative and social enterprise management
- 2.2 To learn and determine the key success factors of cooperatives and social enterprises
- 2.3 To strengthen academic cooperation in the fields of cooperative economics and related social science

3. Expected Results

- 3.1 Lessons learned from various executive’s national cooperative, multi – disciplinary scholars and researchers
- 3.2 Enhance academic coordination among researchers and cooperative organizations
- 3.3 An exchange of different opinions and cultures toward the improvement of cooperative organization

4. Call for paper and session proposals

Papers are welcome in theory, policy, and practice related to co-operatives and other social enterprises. The research areas including:

- Socio Economic Issues for Sustainable Development
- Financing, Accounting and Risk Management for Sustainable Development
- Social Business and Multidisciplinary in Cooperative and Social Enterprise
- ICTs, Information Society and Sustainable Development
- Education and Knowledge Management in Cooperative and Social Enterprise
- Cooperative and Social Enterprise Laws and Social Policies
- Organizational Forms and Good Governance of Social Enterprises
- Corporate Social Responsibility
- New Business Model of Cooperative and Social Enterprise
- Contemporary Issue in Agricultural Cooperative and Non-Agriculture Cooperative

5. Participants

A 100 – person group including native and international researchers in the fields of cooperative businesses and cooperative economics and the officers and the executives from the national and international cooperative organizations.

6. Schedule

Tentative Conference Program	
Date: July 21, 2022	
Venue: Online session	
08:30 a.m. – 09.30 a.m.	Conference Registration
09:30 a.m. – 9.45 a.m.	Opening Remark
09:45 a.m. – 10.45 a.m.	Keynote Speaker (English)
10:45 a.m. – 11.00 a.m.	Refreshment
11:00 a.m. – 12.00 p.m.	Seminar related to Agricultural cooperative and Saving cooperative Seminar in Thailand (in Thai)
12:00 p.m. – 1.00 p.m.	Lunch
1:00 p.m. – 4.00 p.m.	Parallel Session I (Allocated Room)

Tentative Conference Program	
Date: July 22, 2022	
Venue: Online session	
08:30 a.m. – 09.30 a.m.	Conference Registration
09:30 a.m. – 11.45 a.m.	Round Table Seminar
11:45 a.m. – 12.00 p.m.	Closing Session

7. Instructions for submissions

All selected papers will have to give an oral presentation of their work at the online conference.

8. Important Dates

Events	Date
Abstract Submission Deadline	<i>May 31, 2022</i>
Abstract Acceptance Notification	<i>July 1, 2022</i>
Registration Deadline	<i>July 10, 2022</i>
Date of Conference	<i>July 21 – 22, 2022</i>

9. Organization Host

Department of Cooperatives, Faculty of Economics, Kasetsart University.

Co-Host (To be confirmed)

- Cooperative Promotion Department (CPD)
- The Federation of Savings and Credit Cooperatives of Thailand Limited. (FSCT)
- The Agricultural Co-operative Federation of Thailand Limited. (ACFT)
- Credit Union League of Thailand Limited. (CULT)
- Association of Asian Confederation of Credit Unions. (ACCU)
- Malaysian National Co-operative Movement. (ANGKASA)
- Cooperative College of Malaysia (CCM)
- Faculty of Economics, UNISSULA, A Choolifah School, Indonesia

10. Reviewers

- Professor Masahiro Yamao, Professor on Food Production and Resource Economics, Graduate School of Biosphere Science, Hiroshima University
- Professor Dr. Christopher Gan, Professor in Accounting and Finance, Faculty of Agribusiness and Commerce, Lincoln University
- Dr. Nirach Suapa, Faculty of Student Development, Thompson Rivers University, Kamloops, British Columbia, Canada.
- Dr. Andreas Simon, Professor of Clinical Accounting, Marshall School of Business. University of Southern California, USA.
- Professor Dr. Olivia Fachrunnisa, Faculty of Economics, UNISSULA, A Choolifah School, Indonesia
- Nurhidayati, S.E., M.Si., Ph.D, Faculty of Economics, Universitas Islam Sultan Agung (UNISSULA) Indonesia
- Dr. Ardian Adhiatma, SE., MM Ketua Jurusan/Program Studi Manajemen, Faculty of Economics, Universitas Islam Sultan Agung (UNISSULA) Indonesia
- Dr. Luluk Muhimatul Ifada, SE., M.Si, Akt., CSRS., CSRA, Faculty of Economics, Universitas Islam Sultan Agung (UNISSULA) Indonesia
- Asst.Prof. Dr. Krisana Visamitanan, Commerce Department, Chulalongkorn Business School
- Burin Sukphisal, Ph.D. KMITL Business School, KMITL Business School, King Mongkut's Institute of Technology Ladkrabang
- Asst.Prof. Sutti Sooampaon, Ph.D. KMITL Business School, KMITL Business School, King Mongkut's Institute of Technology Ladkrabang
- Asst.Prof. Dr.Komn Bhundarak, Department of Operations Management, Thammasat Business School
- Assoc.Prof. Dr.Kaewta Rohitratana, Head, Department of Management, Thammasat Business School
- Rachapong Khiewpan, Ph.D. Rajamangala University of Technology Thanyaburi Faculty of Liberal Arts, Tourism
- Piyaporn Chucheep, Ph.D., D.B.A. Director of Master of Management (Entrepreneurship) Program Rangsit University, Faculty of Business Administration, Department of Management

- Nakamol Chansom, Ph.D. Director of MBA Program Rangsit University, Faculty of Business Administration, Department of Management
- Assoc.Prof. Siwamong Dheera-aumpon, Ph.D. , Associate Dean for Academic Affairs and Educational Development, Faculty of Economics Kasetsart University
- Asst.Prof. Thanaporn Athipanyakul, Dr.rer.pol , Associate Dean for Research and Social Development Director of Applied Economics Research Center, Faculty of Economics Kasetsart University
- Pornchai Supavititpattana, D.B.A., Department Head of Cooperative Department, Faculty of Economics, Kasetsart University, Thailand
- Prof. Poomthan Rangakulnuwat, Ph.D., Lecturer for Cooperative Department, Faculty of Economics, Kasetsart University, Thailand
- And members from Cooperative Department, Faculty of Economics, Kasetsart University, Thailand

11. Registration Fee and Information

No Registration fee for all paper presenters

12. Major Contact Point

- Assistant Professor Nakhun Thoraneenitiyan, Ph.D., Associate Department Head for Administrative Affairs of Cooperative Department,
- Assistant Professor Phimphorn Sowawattanukul, Ph.D., Associate Department Head for Academic Affairs of Cooperative Department,
- Kanokon Seemanon, Ph.D., Associate Department Head for Student Affairs of Cooperative Department

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