



# PROCEEDINGS

## THE 16<sup>th</sup> NATIONAL AND INTERNATIONAL ACADEMIC CONFERENCE 2023

“DIGITAL TRANSFORMATION AND SUSTAINABLE INNOVATION: STRATEGIES FOR A SUSTAINABLE FUTURE”

31 October - 1 November 2023, Siam University, Bangkok, Thailand



<https://mba.siam.edu/proceedings16>

The Graduate School of Business, **Siam University**



38 Petkasem Road, Phasi-Charoen  
Bangkok 10160 Thailand



+66 (0) 2457 0068 ext.5336  
+668 9008 0499



Facebook: [mbasiamuniversity](https://www.facebook.com/mbasiamuniversity)  
E-mail: [mba1@siam.edu](mailto:mba1@siam.edu)