



PIM9204

Seminar on Business Innovative Management

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Ph.D. Business Administration

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News World for Sustainability



SDGs

S = Sustainable

D = Development

G = Golds

SDGs keys

1. No Poverty
2. Zero Hunger
3. Good Health and Well being
4. Quality Education

5. Gender Equality

6. Clean Water and Sanitation

7. Affordable and Clean Energy

8. Decent Work and Economic Growth

- 9. Industry, Innovation and Infrastructure
- 10. Reduced Inequalities
- 11. Sustainable Cities and Communities
- 12. Responsible Consumption

13. Climate Action

14. Life Below Water

15. Life on Land

16. Peace, Justice and Strong Institutions

17. Partnerships for the Goals



News World



1. Digitalization
2. Deglobalization
3. Decarbonization

Suwich Mesinsee 2525

Jungle based Chaos

Strategic Pragmatism

1. Strategic Thinking : Long Range / Wholistic / Dynamic
2. Pragmatic Action: Implemental / adaptive / Resilience / Situational Strategic

New World

1. Balance the Power : Survive / Network Diplomacy
2. Economic Hedge : Risk split / New Economy
3. AI & Cyber Resilience : Create AI & Cybersecurity Platform

4. Narrative Power : Balance Society / Soft Power / Smart Power

5. Internal Resilience : Up Root Reform : Education / Economy / Political / Social

Key Capabilities for Thailand

1. Strategic Foresight
2. Agile Diplomacy
3. Economic Sovereignty (Build up New Economy)
4. Narrative Leadership

Immediate Action for Thailand

1. Create Thailand Strategic Communications Hub
2. Driven Economic Diversification Task force
3. Build up AI & Cyber Sovereignty
4. Create Regional Peace's Stability Network

Q & A





THANK YOU!

