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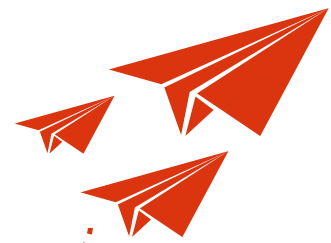
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# PROCEEDINGS OF THE 7<sup>TH</sup> INTERNATIONAL CONFERENCE ON LOCAL GOVERNMENT

Leadership for Digital Governance:  
Building the Teams to Implement  
the Technology

November 18-19, 2022  
Pullman Arcadia Naithon Beach  
Phuket, Thailand



Editors  
Peerasit Kamnuansilpa  
Grichawat Lowatcharin



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# Proceedings of the 7<sup>th</sup> International Conference on Local Government

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A MESSAGE  
FROM  
THE VICE  
CHAIRMAN OF  
KHON KAEN  
UNIVERSITY  
COUNCIL



H.E. Surapon Petch-vra

Dean Peerasit, Vice President Nguyen, Dr. Caro, Honored Guests, Conference Participants, Ladies and Gentlemen.

I would like to join Dean Peerasit and his College of Local Administration team to welcome you to the 7<sup>th</sup> International Conference on Local Government hosted by Khon Kaen University.

As Vice Chair of the University Council of Khon Kaen University, it has been my pleasure to watch the growth and success of the College of Local Administration under the active leadership of Dean Peerasit.

We were thrilled to see that the College of Local Administration was included in the 2021 Class of the Ministry of Higher Education, Science, Research, and Innovation's Education Criteria Performance for Excellence, or EdPEX, National Forum for Excellence, joining an elite group of only 68 other colleges and faculties from throughout of Thailand.

COLA is not only a center of excellence in governance, public policy, and local administration, it is also a center of excellence in higher education performance. Congratulations to the COLA faculty, staff, students, community partners, and alumni for this achievement.

I have been asked to open this conference on the theme "Leadership for Digital Governance: Building the Teams to Implement the Technology."

The COVID-19 pandemic has vastly accelerated the growth and acceptance of digital technology worldwide. As Dean Peerasit noted, we in higher education cannot preach digital governance to others without practicing it ourselves. In addition to the digital governance initiatives being pursued by COLA, we at Khon Kaen University have been actively embracing digital governance and transformation.

In September, we organized a campus-wide "Digital Transformation 2022" meeting, led by our Vice President for Digital Affairs, to accelerate digital trends on campus. We began this with a campus-wide exhibition on the production of digital media for teaching and learning by our Center for Teaching Innovation. We are keenly aware that digital transformation is accelerating.

It is because of the acceleration of digital transformation that the question of digital governance arises. As Dean Peerasit and Dr. Bruce Gilley wrote in their op-ed in the *Bangkok Post* last Saturday, digital governance means two different things: the governing *through* the use of digital technologies and the governing *of* digital technologies.

Not surprisingly, most of the emphasis has been placed on the first of these, governing *through* the use of digital technologies. From the earliest years of e-government services in the 1990s, governments have been rapidly expanding their use of digital technologies to deliver government services and to improve governing processes.

It is difficult for governments, especially local governments, to efficiently and successfully implement this technology. Many experts agree that the success of implementation begins with the leaders and the teams they build.

Leadership for building the teams to implement the technology in this sense means leadership that is mission-oriented, performance-minded, and aligned with the idea of delivering public value.

I look forward to the insights that our keynote speaker Andrew Greenway will provide on lessons for leadership in digital transformation.

Some political scientists might say that this sort of leadership helps to build “performance legitimacy” for governments at all levels. If the people see that the government is performing well, they may treat it as a rightful and deserving holder of power.

But what about leadership for digital governance in the second sense? When we shift to the question of building teams to implement the technology in the second sense of the governing *of* the digital, then implementation takes on a different meaning.

To implement the governance *of* the digital means to implement values and procedures that ensure digital transformation is aligned with the values and expectations of the community – such as safety, privacy, fairness, transparency, cost-effectiveness, humility, and accountability.

For instance, is there a “right to analog” – the right of citizens, in other words, to *not* be forced to exercise their citizenship through digital means -- that leaders who are in charge of implementation need to respect.

How can the leaders who are building the teams to implement digital technology make sure that rapid rollouts do not come at a cost of major cybersecurity vulnerabilities?

How is privacy and personal data going to be protected if more and more data about individuals is held by government in easily accessible digital form?

Where will governments draw the line between the use of digital technologies to improve the government information function, and the dangers of expert overreach and elite management of opinion that this might pose?

Finally, as our students asked us repeatedly during the switch to remote learning during the pandemic, how can in-person connections be built into the DNA of digital transformation?

Leadership for building the teams to implement the technology in this second sense means leadership that is process-oriented, risk and uncertainty-minded, and aligned with the idea of conforming to public values.

Some political scientists might say that this second sort of leadership helps to build “procedural legitimacy” for governments at all levels. The people see that the government is acting in a way that reflects the values of the citizens, and they therefore treat it as a rightful and deserving holder of power.

Over the next two days, we will hear presentations and hold discussions on both of these aspects of digital governance and transformation.

While I do not have time to commend each and every paper to you, let me give you some examples of papers that address each aspect.

On the first issue of governing *through* or *by* the use of digital technology, we will hear a wide number of perspectives, issues, and case studies.

These will include papers on specific issues of digital governance delivery and papers addressing general issues of digital governance delivery.

Every country and every policy sector have specific needs and contexts that make the delivery of digital government services and the delivery of digital governance far from easy. What does leadership for building the teams to implement the technology in a tribal governance in India or poverty alleviation in China entail?

The simple answer is that it entails leadership that builds teams that generate good performance, and thus performance legitimacy. But what sort of performance is needed?

Work by scholars such as Claire McLoughlin of the University of Birmingham tells us that “performance” is often judged by citizens based on things other than objective service outputs: they want to know that service is delivered fairly, that the interface with the state is trustworthy, and that the public sector is aware ahead of time of their expectations.

This is why digital governance in the second sense, the governing *of* the digital in order to ensure procedural legitimacy, is inextricably connected to digital governance in the first sense.

There is also the question of governing digital governance that will be addressed

As a conference on local government, we always welcome papers and ideas on recurrent challenges for local government of all types, whether digital or analog! Several papers at this 7<sup>th</sup> ICLG will address other pressing issues in local government affairs.

I leave you then to roll-up your sleeves and get to work over the next two days. The digital governance challenge is upon us whether we like it or not. The leadership needed to build the teams to implement the technology is a critical step. In addition, a relentless focus on not only the governing by digital but also the governing of digital will be needed to ensure continuing the legitimacy of the public sector.

We at Khon Kaen University and our partner universities, as well as our sponsors at the Konrad Adenauer Foundation, are thrilled to welcome you to the 7<sup>th</sup> International Conference on Local Government. Good luck! And Welcome!





# A MESSAGE FROM THE DEAN OF COLLEGE OF LOCAL ADMINISTRATION



Assoc. Prof. Dr.  
Peerasit Kamnuansilpa

I would like to welcome H.E. Surapon Phetwara, Vice Chair of Khon Kaen University Council; Dr. Nguyen Thanh Trong, Vice President of Eastern International University; Dr. Celine-Agathe Caro, Head of Konrad Adenauer Stiftung Office in Thailand; Honored Guests; Conference Participants; Ladies and Gentlemen:

Welcome to the 7<sup>th</sup> International Conference on Local Government!

My name is Peerasit Kamnuansilpa, chair of the ICLG 2022 Organizing Committee and Dean of the College of Local Administration, Khon Kaen University. I am honored to serve as your host.

The International Conference on Local Government, known as the ICLG, has been held regularly since 2010. This is the first meeting since we held the conference at Khon Kaen in 2015. With a new momentum among our partners, we believe this conference will launch a more frequent and more significant phase in the ICLG series.

We are excited to have both in-person and online participation as we embrace the opportunities of technology and innovative new conference forms.

We have been working hard to make sure that this will be a productive and enjoyable experience. We express our thanks to the staff at the Pullman Phuket Arcadia Naithon Beach Resort who have worked with us on the arrangements. And we express our thanks to the people of Phuket, who hosted the Thai "Sandbox" program for visitors during the difficult time of COVID.

We also are grateful for our sponsors, our ICLG staff, and our participants for supporting this endeavor.

For the next two days, we will be meeting here to share our experiences and to make new connections on local government. We have chosen the theme of ICLG 2022 as "Leadership for Digital Governance: Building the Teams to Implement the Technology."

We at the College of Local Administration, Khon Kaen University, have been training public service leaders in digital transformation for several years, alongside our work on other innovations in local government. I am glad that we can focus our attention on the challenges of digital governance, while continuing to share lessons on other key topics in local government.

As I and my Portland State University colleague, Professor Bruce Gilley, wrote in an Op-Ed in the *Bangkok Post* last Saturday, digital governance will present far more challenges than the relatively easy “e-government” challenges of the past. We chose this theme because we at COLA are eager to share experiences and knowledge from partners and scholars around Asia and around the world. We need fresh thinking and bold experiments to help governments adjust to the new realities of digital technology.

In planning the conference, we knew that we needed the insights of a globally recognized leader in digital governance transformations to offer the Keynote Speech. Why not go directly to the source and bring to Phuket one of the acknowledged global leaders in this field?

When we contacted Mr. Andrew Greenway, who was a key figure in setting up the UK Government’s Digital Service and who is the author of the widely acclaimed book *Digital Transformation at Scale*, but we recognized that his busy schedule might not allow him to participate. After all, he would be leaving behind, according to my latest information, 7 degrees Celsius and rain.

When he immediately accepted to offer the Keynote Address on the conference theme, we were not only grateful, but felt that perhaps this conference was blessed with good luck!

Dr. Brady Deaton, former Chancellor of the University of Missouri, will provide a plenary lecture entitled “Higher Education in the Digital Era.” I feel particularly strongly about this topic. After all, if we in higher education and research, and if we do not undertake digital governance and digital transformation, how can we successfully advocate and train others?

At the College of Local Administration, we have been running to catch the rapidly moving train of digital governance.

In collaboration with the College of Computer Science at Khon Kaen University, this year we launched a Master of Public Administration program, focusing on digital governance.

We have also been in the community advocating for digital governance and the governance of digital. In August, we organized a series of workshops for local administrative organizations on Thailand’s new personal data protection act. In July, we held a one-day conference at COLA partnering with Khon Kaen province and the national Digital Government Development Agency to discuss digital local development in Khon Kaen Province.

Just last month, we were in the field in Muang Phon Municipality in Khon Kaen Province to advise local leaders on upgrading public services to develop digital government according to the Thailand 4.0 national strategy. So, we are not letting the grass grow under our feet as we rush to meet this new challenge.

I would like you to use these two days for productive conversations that lead to concrete results. I would ask that you join with us over the next two days to take notes on general themes emerging here so that we can share them together during our closing session tomorrow. Professor Gilley will lead a discussion of lessons learned.

As the Chair of the ICLG Organizing Committee and Dean of the host organization, I feel a special responsibility for your success and well-being whether you are here in Phuket or joining us remotely. All in-person sessions will be held here at the resort, and please consult your latest conference program for details.

If you have questions or needs, please talk to Mr. Tony Criswell, who is standing there, or Ms. Kewaree Sangsawang (who we call Imm), who is standing there.

Thank you, again, for attending. Enjoy the conference and enjoy Phuket!

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# PROGRAM AT A GLANCE

## Day 1: Thursday, November 17, 2022

- Participants' and guests' arrival in Phuket
- Registration
- Dinner hosted for organizing committee members, sponsors, and special invited guests

## Day 2: Friday, November 18, 2022

- Opening ceremony
- Keynote session
- Individual and Panel presentations
- Reception dinner

## Day 3: Saturday, November 19, 2022

- Panel presentations continued
- Closing ceremony

# DETAILED PROGRAM

Date and Time	Activity	Location
Day 1 Pre-Conference: Thursday, November 17, 2022		
Various times	Participants and guests arrive in Phuket (Shuttle service: airport-Pullman Arcadia only)	
4 Hrs.	Conference registration <ul style="list-style-type: none"> <li>• Registration desk opens</li> <li>• Participants receive name tags and conference programs</li> </ul>	Registration desk, Arcadia Ballroom
17-18 Hrs.	Conference Executive and Steering Committees meeting (invited guests only)	TBA
18-20 Hrs.	Conference Executive and Steering Committees dinner (invited guests only)	TBA
Day 2 Conference: Friday, November 18, 2022		
7:30-8:30 Hrs.	Participants and guests arrive in Phuket (Shuttle service: airport-Pullman Arcadia only)	
8:30 Hrs.	Conference registration <ul style="list-style-type: none"> <li>• Registration desk opens</li> <li>• Participants receive name tags and conference programs</li> </ul>	Registration desk, Arcadia Ballroom
8-9 Hrs.	Video presentations (host's and sponsors' videos)	Arcadia Ballroom
9-9:40 Hrs.	Opening ceremony <ul style="list-style-type: none"> <li>• Welcoming remarks, conference overview and recognition of sponsors by Assoc. Prof. Dr. Peerasit Kamnuansilpa, Chair of ICLG2022 Organizing Committee</li> <li>• Remarks by institutional sponsors               <ul style="list-style-type: none"> <li>○ Dr. Celine-Agathe Caro, Head of Konrad Adenauer Stiftung Office in Thailand</li> <li>○ Dr. Nguyen Thanh Trong, Vice President of Eastern International University, Vietnam</li> </ul> </li> </ul>	Arcadia Ballroom

<b>Date and Time</b>	<b>Activity</b>	<b>Location</b>
	<ul style="list-style-type: none"> <li>Remarks by Assoc. Prof. Dr. Sumon Sakolchai, President Emeritus of Khon Kaen University and Chairman of Burapha University Council</li> </ul>	
9:40-10 Hrs.	Conference opening remarks <ul style="list-style-type: none"> <li>Opening remarks by H.E. Surapon Petch-vra, Vice Chairman of the University Council</li> <li>Mr. Surapon Petch-vra awards certificates of appreciation to sponsors</li> </ul>	Arcadia Ballroom
10-11 Hrs.	Keynote speeches <ul style="list-style-type: none"> <li>Introducing the Keynote Speaker</li> <li>Keynote speech “Digital Governance: Building Teams to Implement Technology” by Mr. Andrew Greenway, co-founder of Public Digital and co-founder of Government Digital Service, United Kingdom</li> </ul>	Arcadia Ballroom
10:30-11 Hrs.	Refreshments (to be served inside the ballroom)	Arcadia Ballroom
11-11:50 Hrs.	Plenary lectures <ul style="list-style-type: none"> <li>“Higher Education in the Digital Era” by Prof. Dr. Brady Deaton, Chancellor Emeritus of University of Missouri, United States</li> <li>“Of Individuals, Institutions, and Innovations: Transformative Leadership for Progressive Local Planning and Governance” by Assoc. Prof. Ashok Das, University of Hawaii at Manoa, United States</li> </ul>	Acadia Ballroom
12-13 Hrs.	Lunch hosted by COLA	Element Restaurant
13-14:30 Hrs.	Breakout sessions <ul style="list-style-type: none"> <li>Concurrent panel 1: Applying Digital Technology and Social Media in Public Affairs 1</li> <li>Concurrent panel 2: Applying Digital Technology and Social Media in Public Affairs 2</li> <li>Concurrent panel 3: Local Governance and Sustainable Development</li> </ul>	Various rooms
14:30-14:45 Hrs.	Refreshment break	Foyer

<b>Date and Time</b>	<b>Activity</b>	<b>Location</b>
14:45-16:15 Hrs.	Breakout sessions (continued) <ul style="list-style-type: none"> <li>• Concurrent panel 4: Governing in the Disruptive Era: Cases from China</li> <li>• Concurrent panel 5: Smart City Challenges and Prospects</li> <li>• Concurrent panel 6: Representation of Women and Minorities in Public Affairs</li> </ul>	Various rooms
18-20 Hrs.	Reception dinner for all conference participants and guests Dress code: business casual	Andaman Sunset
<p>Day 3 Conference: Saturday, November 19, 2022</p>		
9-10:30 Hrs.	Breakout sessions (continued) <ul style="list-style-type: none"> <li>• Concurrent panel 7: “Digital Governance: From the Perspective of PV-GPC”</li> <li>• Concurrent panel 8: Local Initiatives in Public Healthcare and Safety</li> <li>• Concurrent panel 9: Emerging Issues in Public Affairs in the 21st Century</li> </ul>	Various rooms
	Refreshment available (no break)	Foyer
10:30-11:45 Hrs.	<ul style="list-style-type: none"> <li>• Concurrent panel 10: Urban Planning and Urban Revitalization</li> <li>• Concurrent panel 11: Tackling Economic Challenges with Digital Innovation</li> <li>• Concurrent panel 12: Public Affairs during the Covid-19 Pandemic</li> </ul>	Arcadia Ballroom
11:45-12:30 Hrs.	Conference conclusion <ul style="list-style-type: none"> <li>• Conference conclusion by Prof. Dr. Bruce Gilley, Portland State University, United States</li> <li>• Closing remarks by Assoc. Prof. Dr. Peerasit Kamnuansilpa, Dean of COLA</li> </ul>	Arcadia Ballroom
12:30-13:30 Hrs.	Farewell lunch hosted by COLA	Element Restaurant

# ICLG2022 SPONSORS

We gratefully acknowledge the sponsorship of the conference by the following organizations.

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# ABOUT KKU

Khon Kaen University (KKU) was established as the major university in the northeastern part of Thailand in 1964 and has since devoted itself to becoming one of the top universities in Thailand. The university's major mission is to prepare future global citizens to work in a continually changing world. KKU's strategic goal is to be recognized both internationally and regionally as a leading university in research. KKU currently has more than 40,000 students studying in 19 faculties, 3 colleges, 1 school, and 2 campuses.

In 2009, Khon Kaen University was chosen by the government as one of the 9 "National Research universities". The target is to bring research outcomes to solve problems in the Northeast and to drive towards an international level. More faculties were founded, namely, Faculty of Law (2006), College of Local Administration (2007), and International College (2008).

KKU has become a Lifelong Learning Center from adjusting some campus areas as the social learning park such as the area by Sithan Lake, KKU sports center which now becomes the Sport Park. People from outside are able to use the areas. The Natural Museum, Science Museum have been built as well as Nong Khai Aquarium. At the same time, there is conservation of original forest areas and birds for bird studies. Some areas have been modified into Agro Park and Culture Park. At present, many people from outside use and participate in the activities at these parks.

KKU is assessed by external organizations at the institutional level, faculty level, and program level based on the evaluation standard used in the country and abroad: QS Ranking, Times Higher Education, etc. In 2018, Khon Kaen University was assessed by THE (Times Higher Education) as the first of Thailand or the 15<sup>th</sup> to 40<sup>th</sup> of Asia in Social Impact. In 2019 and 2020, KKU was ranked the first in Thailand under the Social Impact Ranking by THE and within the 101<sup>st</sup> to 200<sup>th</sup> of the world.



# ABOUT COLA

The College of Local Administration (COLA) was founded at Khon Kaen University (KKU) in 2007 in collaboration with Thailand's Department of Local Administration in the Ministry of Interior. The expressed purposes are to improve the management capacity of local government officials throughout the country and to serve as a repository of knowledge on government innovation and collaboration. This joint effort was designed to impart and apply knowledge from the field of public administration, emphasizing decentralized management.

The College initially offered a master's degree in public administration and, later, launched a bachelor's degree in public administration. Since that time, COLA has become a model for other universities in Thailand seeking their own programs in local government. The College has also been able to improve public perception and increase awareness of the importance of local governance.

Recognizing that the world is interconnected, in 2009 COLA began to offer an international Doctor of Public Administration program in public affairs management in collaboration the University of Missouri-Columbia and the University of Hawaii at Manoa and, later, Portland State University. This is the first and only program of its kind in Thailand. The program prepares students to cope with rapid social and economic challenges that are facing the country through an interactive learning approach.

For the past several years, Thailand has faced political crises. Several governments shifted the policy focus from decentralization. As a result, local administration's roles and management resources have been obstructed. Nevertheless, COLA has been elevating local governance as a national development foundation under New Public Service instead of Old Public Administration. According to the COLA strategic plan (2020-2024), the vision was defined as "the leading higher learning institution in public affairs governance in ASEAN." The College aims to strengthen the teaching and learning process, research and innovation, academic service, foreign affairs, community relations, and organizing in an attempt to be widely recognized both nationally and internationally, especially in ASEAN.





# ABOUT KAS

The (KAS) is a foundation from the Federal Republic of Germany, closely associated with the Christian Democratic Union (CDU). As co-founder of the CDU and the first Chancellor of the Federal Republic of Germany, Konrad Adenauer (1876-1967) united Christian-social, conservative and liberal traditions. His name is synonymous with the democratic reconstruction of Germany, the firm alignment of foreign policy with the trans-Atlantic community of values, the vision of a unified Europe and an orientation towards the social market economy. His intellectual heritage continues to serve both as our aim as well as our obligation today.

In our European and international cooperation efforts we work for people to be able to live self-determined lives in freedom and dignity. We make a contribution underpinned by values to helping Germany meet its growing responsibilities throughout the world.

We encourage people to lend a hand in shaping the future along these lines. With more than 70 offices abroad and projects in over 120 countries, we make a unique contribution to the promotion of democracy, the rule of law and a social market economy. To foster peace and freedom we encourage a continuous dialog at the national and international levels as well as the exchange between cultures and religions.

Human beings in their distinctive dignity and with their rights and responsibilities are at the heart of our work. We are guided by the conviction that human beings are the starting point in the effort to bring about social justice and democratic freedom while promoting sustainable economic activity. By bringing people together who embrace their responsibilities in society, we develop active networks in the political and economic spheres as well as in society itself. The guidance we provide on the basis of our political know-how and knowledge helps to shape the globalization process along more socially equitable, ecologically sustainable and economically efficient lines.

We cooperate with governmental institutions, political parties, civil society organizations and handpicked elites, building strong partnerships along the way. In particular we seek to intensify political cooperation in the area of development cooperation at the national and international levels on the foundations of our objectives and values. Together with our partners we make a contribution to the creation of an international order that enables every country to develop in freedom and under its own responsibility.



# ABOUT EIU

The Eastern International University (EIU), invested and developed by Binh Duong province-headquartered Becamex IDC Corporation, was established under Prime Minister Decision No. 1789/QĐ-TTg dated September 27, 2010.

EIU was formed with the mission of training high-quality human resources to effectively meet the urgent need of manpower for the sustainable socio-economic development in Binh Duong. EIU also aims to become a scientific research hub for technology transfers and application, to drive socio-economic development in the southern key economic region and entire Vietnam. With the educational philosophy being “Humanity – Community – Creativity – Sustainability,” EIU trains, inspires, and encourages students and learners to discover their own strengths and values, while contributing new values to the community and socio-economic development.

EIU currently has four (4) Schools and seven (7) Majors focusing on Business Administration, Engineering, Technology, and Healthcare. Our curriculum is designed to keep up with the global industrial revolution 4.0 for global integration. After more than 10 years operating and developing, EIU has admitted 11 cohorts of undergraduate students, 5 of which have successfully completed university with a graduate employment rate of 94%. Notably, 100% of the graduates have a minimum IELTS band 6.0 before graduation.

EIU is one of the key players of the triple helix model of collaboration between government, industry and university. EIU has developed a creative ecosystem with closely-connected units to perform training and teaching tasks, conduct scientific research, connect and serve the community, and promote socio-economic development.

In September 2020, EIU achieved the Education Accreditation Certificate per Decision No. 06/QĐ-TTKD issued by the National Center for Accreditation and Evaluation of University Quality. This is a motivation for EIU to strive harder in improving educational quality and pursuing its development strategies.





# ABOUT LUSM

Since its founding, guided by the motto of "The learning of management is the learning of heading for success", LUSM has borne in mind the idea of "people-oriented, professors governing", sticking to "developing the School with capable people, internationalization, and accelerating the progress by School culture". With the solid support from the faculties, well-known scholars and practitioners, the School has cultivated and trained numbers of qualified management professionals, academic elites, and competent management experts for our country, fulfilling the sacred mission of rooting in western China with national, even global perspectives. In recent years, the School strives to refining disciplinary advantages, promoting the interdisciplinary development in Public Administration, Business Administration and Political Science, forming featured stage of management discipline, and marching forward with steady steps on the course among "First-Class Universities and First-Class Disciplines".

Look into the future, by continuously carrying the University motto of "Constantly improving, blazing our own path", LUSM will unswervingly pursue to be a highly open, research-supported comprehensive management school ranking top in China with global reputation. On the way to be excellence, LUSM will response to the actual needs in practical management world; equip students with social responsibility, leadership skills, and innovative thinking; strengthen the management competence to work for the government and industries; and fuel the cooperation with other universities worldwide.

The world today is full of opportunities, especially when new concepts spring up one by one, such as "Belt and Road" initiative, "Mass Entrepreneurship and Innovation", "Internet +, Big Data and Cloud Technology", "Supply-side Structural Reform", "Made in China 2025", etc; when series of challenges brought by the economic restructuring pushed by market-oriented economy emerge; when the Central Government has made unprecedented commitment to deepen the reform, accelerate the modernization of national governance system and capability. As the institution to transporting management professionals, we should rise to create advanced management knowledge, devote to the reform and opening-up, and prepare for the industrial transformation. During this process, we would like to make joint efforts with our staff, our students, and all people holding the same belief and will, for a brighter future of business education.

In the world of management, we learn, we probe into, we feel close to it, and then we come to love it. Let us stay together, hand in hand, and strive for the new era of management!



# ABOUT CIS

The Bachelor of Arts Program in Interdisciplinary Studies was elevated into university faculty entitled the College of Interdisciplinary Studies under Associate Professor Lek Sombat's rectorship. Subsequently when the Graduate School was dissolved, two degree programs were incorporated under the College of Interdisciplinary Studies. Incorporating two degrees formerly offered at the defunct Graduate School, the College of Interdisciplinary Studies since 2006 offers the following programs:

(1) Bachelor of Arts Program in Interdisciplinary Studies of Social Science: Offered at Thammasat University Lampang Campus, the program currently covers 4 interdisciplinary studies namely Chinese Studies, Greater Mekong Subregion Studies, Socio-Cultural Resources Management and Tourism Development. Students graduating from the program will receive a Bachelor of Arts degree in Interdisciplinary Studies of Social Science (B.A. Interdisciplinary Studies of Social Science). The 4-year program was offered at Thammasat University Lampang Campus.

(2) Master of Arts Program in Women, Gender and Sexuality Studies: Formerly known as the Master of Arts Program in Women Studies, the program was then taught as a special program at Thammasat University Tha Prachan Campus and under the administration of the Graduate Volunteer Office and Women and Youth Studies Program and was subsequently incorporated into the College of Interdisciplinary Studies and has undergone multiple curricular revisions. Students graduating from the program will receive a Master of Arts degree in Women, Gender and Sexuality Studies (M.A. women, Gender and Sexuality Studies).

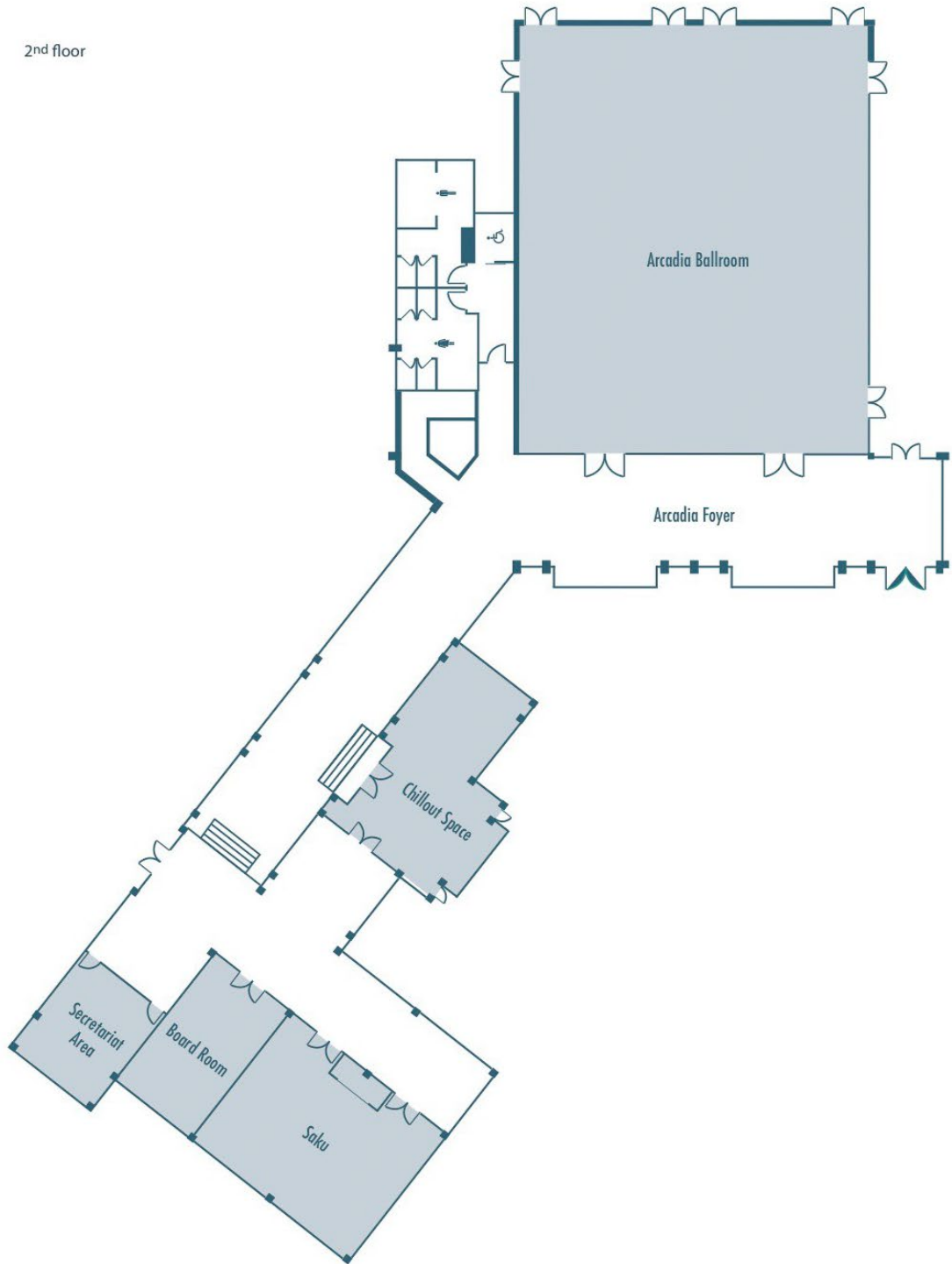
(3) Doctor of Philosophy Program in Integrated Science: Formerly taught at Thammasat University Tha Prachan Campus, the program was under the administration of Graduate Studies Office and later incorporated into the College of Interdisciplinary Studies. Students graduating from the program will receive a Doctor of Philosophy degree in Integrated Science (Ph.D. Integrated Science).



# PULLMAN FLOOR PLAN

PULLMAN PHUKET ARCADIA NAITHON BEACH

2nd floor



# ABOUT THE SPEAKERS

## Keynote Speaker

Mr. ANDREW GREENWAY



Andrew is a Partner at Public Digital, a consultancy that helps governments, public institutions, commercial organisations and political leaders with digital transformation. He has written two books, *Digital Transformation at Scale* and *Bluffocracy*, both published in 2018. He is also a regular columnist for *Civil Service World*, Associate Editor for *GovInsider*, and occasional contributor to *Apolitical*, *The Guardian* and *New Statesman*.

Andrew worked in the UK civil service for 6 years, spending time in 5 government departments, covering digital, energy, health, climate change and business. While at the Government Digital Service, he led the team that delivered the first government digital service standard and design manual, set up the Technology Leaders network and wrote the Digital Efficiency Report. He has spent most of his time working on strategy, product management, data, and other forms of bureaucratic tradecraft.

Andrew ran a government review into applications of the Internet of Things, commissioned from Government's Chief Scientific Advisor by the UK Prime Minister in 2014. He was a CSAP Policy Fellow from 2014 to 2016.

Prior to working in government, Andrew did a brief stint in management consultancy and graduated from Oxford University in 2006 with a first in Philosophy, Politics and Economics.

Andrew has written two books, *Bluffocracy* with James Ball, and *Digital Transformation at Scale* with other Public Digital partners. He has also written articles for the *Guardian*, *New Statesman* and the *Spectator*. He is a member of Council at the University of Exeter.



## Special Lecturer

# Professor Dr. BRADY DEATON



Chancellor Brady J. Deaton became the 21st chief executive officer of the University of Missouri in 2004. He joined the MU faculty as a professor and chair of the Agricultural Economics Department in 1989. He was appointed chief of staff in the Office of the Chancellor in 1993, deputy chancellor in 1997 and provost in 1998. He served as MU's chancellor from 2004 to 2013.

Deaton retired from his position as chancellor Nov. 15, 2013, and leads the new Brady and Anne Deaton Institute for University Leadership in International Development.

As he departs Jesse Hall, the chancellor leaves behind a legacy. Under Deaton's leadership, the university experienced significant increases in overall student enrollment, minority student enrollment, research grants and expenditures, patents and licenses, fundraising and hiring of prestigious faculty. Since 2004 Mizzou has reduced its carbon footprint, opened 21 new buildings and transitioned to the Southeastern Conference. A lifelong advocate of responsible global citizenship, Deaton has expanded MU's international reach and backed the university's efforts in research, education and policy to help feed the world.

## Special Lecturer

# Assoc. Prof. Dr. ASHOK DAS



At the department of Urban and Regional Planning (DURP) at UH Manoa, Dr. Das teaches courses on planning theory and history, planning in Asia, research design, and urbanization and globalization. His areas of interest include, but are not limited to Community Participation and Empowerment, Slum Upgrading, Decentralization and Local Governance, Role of Civil Society in Equitable Development and Inclusive Urbanization, Integrated Microfinance, Disaster Risk Reduction, Socioeconomic Impacts of the Platform Economy, Reforming Planning Practice through Planning Education, Southeast Asia, South Asia.

Prior to coming to DURP, he was an assistant professor in the Department of Urban Studies and Planning, San Francisco State University. Broadly, Ashok's research explores institutional challenges to and innovations in ameliorating urban poverty through the provision of services in developing countries, especially in Southeast and South Asia. Since the mid-2000s he has continued field research in Indonesia. Community participation and empowerment, slum upgrading, decentralization and local governance, and the role of civil society in fostering equitable development and inclusive urbanization are his key interests. His recent work has explored community-managed integrated microfinance for urban poverty alleviation, disaster risk reduction, pro-poor shelter policies, planning education, and the platform economy's impacts on urban transportation-related social mobility and economic resilience. He has also researched inclusionary housing's impacts in the United States.

# SESSIONS

Friday, November 18, 2022

## Opening Plenary Session

**Arcadia Ballroom • 09:00-12:00 Hrs.**

### **Welcoming Remarks, Conference Overview, and Recognition of Sponsors**

Assoc. Prof. Dr. Peerasit Kamnuansilpa  
Dean of College of Local Administration, Khon Kaen University  
Chair of ICLG2022 Organizing Committee

### **Remarks by Platinum Sponsors**

Dr. Celine-Agathe Caro  
Head of Konrad Adenauer Stiftung Office in Thailand

Dr. Nguyen Thanh Trong  
Vice President of Eastern International University, Vietnam

### **Remarks by**

Assoc. Prof. Dr. Sumon Sakolchai  
President Emeritus of Khon Kaen University  
Chairman of Burapha University Council

### **Opening Remarks**

H.E. Surapon Petch-vra  
Vice Chairman of the University Council

### **Keynote Speech**

Mr. Andrew Greenway  
Co-founder of Public Digital  
Co-founder of Government Digital Service, United Kingdom  
*Digital Governance: Building Teams to Implement Technology*

### **Plenary Lectures**

Prof. Dr. Brady Deaton  
Chancellor Emeritus of University of Missouri, United States  
*Higher Education in the Digital Era*

Assoc. Prof. Ashok Das  
University of Hawaii at Manoa, United States  
*Of Individuals, Institutions, and Innovations: Transformative Leadership for Progressive Local Planning and Governance*

## **Breakout Sessions**

### **Panel 1: Digital Technology and Social Media in Public Affairs 1**

#### **Saku Room • 13:00-14:30 Hrs.**

Yujiao Wang, Chunyu Li, and Haiyun Lin

*Research on the Implementation Strategy of Digital Governance in Chinese Universities*

Muslimin Machmud, Salahudin, and Iradhad Taqwa Sihidi

*Social Media as Communication Tools for Anti-Corruption Campaign in Indonesia*

Du Van Nguyen

*Digital Transformation and Knowledge Sharing in Public Organizations*

Alexsander Yandra

*Updating of the Permanent Voters List: Inaccuracy and Independency of Voter Data Ahead of the General Election and Pilkada*

Chair/Moderator: Sirisak Laochankham

College of Local Administration, Khon Kaen University, Thailand

Discussant: Anucha Somabut

Faculty of Education, Khon Kaen University, Thailand

### **Panel 2: Digital Technology and Social Media in Public Affairs 2**

#### **Board Room • 13:00-14:30 Hrs.**

Nabila Farhin

*Disability Considerations in Disaster Risk Information Dissemination in Bangladesh*

Tao Liu and Juan Shan

*An Analysis on the Problems and Countermeasures of Multi-governance of Digital Government in China*

Suhardiman Syamsu, Muhammad Chaeroel Ansar, and Saharuddin

*Does the community adopt mobile application-based public service? Lessons from Maros Villages, Indonesia*

Manggouthang Haokip

*Administration System of Kuki Tribes of Manipur in the Wake of Digital India*

Chair/Moderator: Krisada Prachumrasee

College of Local Administration, Khon Kaen University, Thailand

Discussant: Grichawat Lowatcharin

College of Local Administration, Khon Kaen University, Thailand

### **Panel 3: Local Governance and Sustainable Development**

#### **Chillout Space • 13:00-14:30 Hrs.**

Wan Nazrul Helmy Wan Mohd Zain

*On the Collaborative Governance of National Park Communities Based on COP15*

Xin Zhang, Chuanchen Bi, and Chang Liu

*Research on Collaborative Governance Law of Yunnan National Park Community Based on COP15 "Kunming Declaration"*

Lavanya Suresh and Vinay Sankar

*Foregrounding Questions of Equity and Sustainability in the Co-production and Decentralisation of Water Governance in Kerala.*

Raegen Harahap and Marthen Tandil

*Public Services Development in Local Government in Indonesia: Evidence from District High Court Ogan Ilir, South Sumatera*

Chair/Moderator: Wei Yang

College of Local Administration, Khon Kaen University, Thailand

Discussant: Panpun Ronghanam

College of Local Administration, Khon Kaen University, Thailand

## **Panel 4: Governing in the Disruptive Era: Cases from China**

**Saku Room • 14:45-16:15 Hrs.**

Ran Chen and Jieyu Li

*Embeddedness and Integration: How Does the New Subjects Participate in the Eco-environmental Governance System?*

Guocai Wang

*The Path and Practice of Digital Governance to Drive Modernization of Urban Governance Capacity*

Xiaoyuan Peng

*Research on Digital Governance Model of Rural Revitalization under the Post-epidemic Situation*

Fang Liu

*The Practical Paradoxes of "Digital Going to the Countryside" and the Generation of Governance Logic*

Chair/Moderator: Charles Ruangthamsing

College of Local Administration, Khon Kaen University, Thailand

Discussant: Wimonsiri Saengkrod

College of Local Administration, Khon Kaen University, Thailand

## **Panel 5: Smart City Challenges and Prospects**

**Board Room • 14:45-16:15 Hrs.**

Narong Kiettikunwong

*Opting for an Unbundling Regulation Scheme for Energy Smart Grids in Thailand*

Kamila Khoirunnisa

*Smart Mobility Development Strategy for Public Transportation in Palembang: A Case Study of the Light Rail Train*

Zixuan Wang

*Smart Community Construction under Smart City System: A Case Study of Chenggong Urban Area of Kunming City, China*

Pattanapong Topark-ngarm and Narongdet Mahasirikul

*Role of Waste Management Policy to Greenhouse Gas Emission Reduction at MSW WTE Power Plant (Effects of Plastic)*

Chair/Moderator: Pattanapong Topark-ngarm

College of Local Administration, Khon Kaen University, Thailand

Discussant: Vissanu Zumitzavan  
College of Local Administration, Khon Kaen University, Thailand

## **Panel 6: Representation of Women and Minorities in Public Affairs**

**Chillout Space • 14:45-16:15 Hrs.**

Bijay Kumar Das, Avi Kush, and Arpita Srivastava  
*Women Empowerment through Appropriate Representation in Local Governance: Case Study of Bihar state, India*

Karen Webster and Charles Crothers  
*"Just How Representative Is Local Governance in Auckland, New Zealand"*

Andi Ahmad Yani, Amril Hans, Dwiana Fajrinawati Dewi, Muhammad Adnan Kasogi, Rahmat Nurul Nugraha, and Andi Fitriyani Yahya  
*Policies and Challenges in Dealing with Street Children, Homeless and Beggars in an Indonesia Local Government*

Phyo Thiri Mon  
*An Access to Social Insurance Programs for Burmese Migrant Workers During the Covid-19 Pandemic in Khon Kaen, Thailand*

Chair/Moderator: Ajirapa Pienkhuntod  
College of Local Administration, Khon Kaen University, Thailand

Discussant: Sirisak Laochankham  
College of Local Administration, Khon Kaen University, Thailand

Saturday, November 19, 2022

## **Breakout Sessions**

### **Panel 7: Digital Governance: From the Perspective of PV-GPG**

**Saku Room • 09:00-10:30 Hrs.**

Hong Zhang and Tong Wang  
*High-Quality Public Service System: Dual Evolution of Theory and Policy*

Yiran Bai and Guoxian Bao  
*Bureaucratic Renewal? The Strategy Border of AI in the Public Sector*

Xuewen Mao and Luye Zhao  
*From Local Government Response to Central Government Promotion: The Solution to the "Digital Divide" for the Elderly—Based on a "Two-Stage Multiple Streams" Framework*

Haixu Bao, Ronggen Tao, and Xiaohui Zhang  
*From Digital Management to Digital Governance: Theory, Practice and Reflection*

Yinan Li and Yujia Li  
*The Sustainability Paradox of Government-Led Market Innovation: Under the Analytical Framework of PV-GPG*

Chair/Moderator: Hong Zhang  
Department of Public Administration, Dalian University of Technology, China

Discussant: Wei Yang  
College of Local Administration, Khon Kaen University, Thailand

## **Panel 8: Local Initiatives in Public Healthcare and Safety**

**Board Room • 09:00-10:30 Hrs.**

Hongxia Luo, Junfeng Duan, Guofu Jin, and Yuhao Zhang

*Value Ranking and Tool Externality: The Dual Logics of Transnational Locust Plague Prevention and Control—A Comparative Study Based on Four Cases*

Wiput Phoolcharoen, Sombat Haesakul, Hasem Beema, and Thanakom Wongboontham

*The Governance of Coverage Health Service Supply Chain for Diabetics in Bangkok Metropolitan Administration (BMA): A Local Health System Analysis for Digital Transformation*

Devi Yulianti and Intan Fitri Meutia

*Policy Monitoring: Cost-Effectiveness of Community-Based Sanitation Program*

Chair/Moderator: Panpun Ronghanam

College of Local Administration, Khon Kaen University, Thailand

Discussant: Krisada Prachumrasee

College of Local Administration, Khon Kaen University, Thailand

## **Panel 9: Emerging Issues in Public Affairs in the 21st Century**

**Chillout Space • 09:00-10:30 Hrs.**

Vissanu Zumitzavan, Gamom Savatsomboon, and Sarinthree Udchachone

*A Theoretical Modelling of the Relationship between the Knowledge-Based View Mediated by Transformational Leadership on Firm Performance in the Thai Airline Industry*

Abhisek Karmakar

*E-governance and the Deepening of Local Democracy in India through Panchayati Raj Institutions: An Exploration*

Rapeepan Phittayadilok

*Public Leadership in the 21st Century: Leader as a Gardener in Thailand's Public Sector*

Bình Nghiệm-Phú

*The Queerization and Straightization of Tokyo's Shinjuku Ni-chome Under the Influence of Leisure and Tourism—Implications for Local Governance*

Chair/Moderator: Vissanu Zumitzavan

College of Local Administration, Khon Kaen University, Thailand

Discussant: Narong Kiettikunwong

College of Local Administration, Khon Kaen University, Thailand

## **Panel 10: Urban Planning and Urban Revitalization**

**Saku Room • 10:30-11:45 Hrs.**

Fulena Rajak and Sandeep Kumar

*Impact of Urbanization on Urban Green Spaces and Buffer Greens in Patna*

Thanatorn Klayjinda, Thanaphat Luechathananon, Kanin Nimpisut, and Wimonsiri Saengkrod

*Urban Redevelopment Analysis of Khon Kaen Bus Terminal 1, Khon Kaen Province, Thailand*

Watcharapon Aiamsarad, Nattapon Phoonikom, Tharatorn Theerathititham, and Wimonsiri Saengkrod

*Road network Problems: A case study Village No. 12, Ban Non Muang, Sila Municipality, Mueang District, Khon Kaen Province Study*

Chuanchen Bi and Xiaolei Wang

*New Trends for The Development of Thailand Tourism Industry under the Post-Pandemic Era*

Chair/Moderator: Wimonsiri Saengkrod

College of Local Administration, Khon Kaen University, Thailand

Discussant: Pattanapong Topark-ngarm

College of Local Administration, Khon Kaen University, Thailand

## **Panel 11: Tackling Economic Challenges with Digital Innovation**

**Board Room • 10:30-11:45 Hrs.**

Wei Yang and Chuanchen Bi

*Rural Taobao: An E-commerce Channel for the Precision Poverty Alleviation in China*

Orachorn Saechang

*Digital Technologies and Enhancement of Public Services: A Review of the "Visit Once At Most" Administrative Service Reform in China*

Chalida Yamsrisuk

*Public Service of Creative City: Smart City Safety Zone in Phuket, Thailand*

Chair/Moderator: Narongdet Mahasirikul

College of Local Administration, Khon Kaen University, Thailand

Discussant: Siwach Sripokangkul

College of Local Administration, Khon Kaen University, Thailand

## **Panel 12: Public Affairs during the Covid-19 Pandemic**

**Chillout Space • 10:30-11:45 Hrs.**

Yinan Li and Yujia Li

*Digital Mass Politics during the Covid-19 era: A case study of an urban community*

Chunyu Li and Yujiao Wang

*Research on Innovation Mechanism of Digital Governance: A Case Study of "Health QR code" against the Covid-19 Pandemic in China*

Shahana Usman Abdulla and Bimal Puthuvayi

*Containment of COVID-19: A Multi-Level Assessment of Indian Governance*

Hussein Bajouk and Carme Ferré-Pavia

*Government Social Media Exposure and Health Behavior during the COVID-19: The Case of Lebanon*

Chair/Moderator: Narong Kiettikunwong

College of Local Administration, Khon Kaen University, Thailand

Discussant: Charles Ruangthamsing

College of Local Administration, Khon Kaen University, Thailand