
Piyada Daowadueng, Ph.D.
Lecturer
Department of Accountancy
Faculty of Business Administration and Accountancy

piyadao@kku.ac.th

Qualification: Scholarly Academic (SA)

Academic Background

Ph.D. University of Antwerp.

M.Sc University of Southampton.

B.Acc Khon Kaen University.

Professional Certifications

Fellow of Higher Education Academy (FHEA), 2023, Advance Higher Education, UK.

Work Experience

Consulting Experience

2019: Science Park of Khon Kaen University, Economic impact

Teaching

Courses Taught

Bachelor degree

Management Accounting Practices for Startup Enterprise

Intermediate Accounting

Managerial Accounting for Local Government

Management Accounting

Preliminary Principle of Accounting (International Program)

Co-operative Education in Accounting

Master's degree

Seminar in Managerial Accounting

Specific topic in Accounting

Fundamentals of Managerial Accounting (International Program)

Accounting Research in Practices

Research Methodology in Accounting

Doctoral Degree

Advanced Accounting Theory

Seminar in Managerial Accounting

Intellectual Contributions

Refereed Articles

Applied or Integrative/application Scholarship

Daowadueng, P. (2024). MAXIMIZING DECISION-MAKING IN STARTUPS: EVALUATING THE EFFECT OF PERCEIVED ACCURACY IN ACTIVITY-BASED COSTING. *POLISH JOURNAL OF MANAGEMENT STUDIES*, 29 (1), 63-81.

Daowadueng, P. (2024). The determinants affecting the implementation of target costing in startup firms. *Decision*

Science Letters, 13, 535-544.

Daowadueng, P. (2023). Do costing system design choices mediate the link between strategic orientation and cost information usage for decision making and control? *Management Accounting Research*.

Daowadueng, P. (2022). The Antecedents on the Adoption of Advanced Costing Systems in Thailand Startups. *ABAC Journal*, 42 (3), 162-179.

Daowadueng, P., & Kumphong, J. (2022). Capital Investment Analysis for the Product of a Startup Company Case Study: Detection Program for Traffic Light Violations. *Journal of Management Science Chiangrai Rajabhat University*, 17 (2), 163–186.

Jaroenwanit, P., & Daowadueng, P. (2021). THE ROLE OF VALUE CHAIN IN ENHANCING COMPETITIVENESS AND OPERATIONAL EFFICIENCY OF ORGANIC RICE BUSINESS. *Journal of Management Information and Decision Sciences*, 1-15.

Basic or Discovery Scholarship

Uthayapong, T., Sangchan, P., Daowadueng, P., Thongsukhowong, A., & Sutthachai, S. (2022). Motivations to Choose the Bachelor of Accountancy (International) Program Among the Senior High School Students Studying in International Programs. *Journal of Management Science Nakhon Pathom Rajabhat University*, 9 (1), 352–364.

Refereed Proceedings

Applied or Integrative/application Scholarship

Jaroenwanit, P., Daowadueng, P., & Hongthong, P. (2021). Influence of Demographic Characteristics, Rice Cultivation Methods, and Value Chain Attitude on Operational Efficiency of the Organic Rice Industry in Thailand. *Proceedings of the 2nd Borobudur International Symposium on Humanities and Social Sciences, BIS-HSS 2020, 18 November 2020, Magelang, Central Java, Indonesia*1-7.

Basic or Discovery Scholarship

Daowadueng, P., & Jaroenwanit, P. (2020). A model for implementing blockchain technology in the organic rice supply chain in Northeastern Thailand. *GMSARN Int. Conf. on Sustainable Energy, Environment, & Climate Change Transitions in GMS, 21-22 December 2020*

Books, Monographs, Compilations, Manuals

Books

Daowadueng, P. (2022). *Management Accounting Practices for Startup Enterprise, Khon Kaen: Faculty of Business Administration and Accountancy*.

Patents/Inventions

2024 - KKBS AoL System. (# 440742)

Grants

Other

2019: Daowadueng, P. The Demand for Bachelor of Accountancy (International Program) and Desired Graduates' Characteristics from the Program, Co-Investigator, NA.

Service

Service to the Institution

College Assignments

Faculty Assignments:

2020-2021 – 2022-2023: Assistant Dean for Educational Quality Development

Service to the Profession

Reviewer

2020: reviewed for Thai Student Academic Conference 2020 (TSAC 2020) (National).

2020: reviewed for the International and National Conference in Business Administration and Accountancy 2020 (International).