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**Piyada Daowadueng, Ph.D. (Applied Economics)**  
**Lecturer**  
**Department of Business Administration and Accountancy**  
**Faculty of Business Administration and Accountancy**

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Qualification: Scholarly Academic (SA)

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## **Academic Background**

### **Ph.D. (Applied Economics)**

Ph.D. (Applied Economics) University of Antwerp, Belgium, 2019.

### **M.Sc. (Accounting and Finance)**

M.Sc. (Accounting and Finance) University of Southampton, UK, 2013.

### **B.B.A. (Accounting)**

B.B.A. (Accounting) Khon Kaen University, Thailand, 2011.

## **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**

- 2024: Daowadueng, P. Khon Kaen University Outbound Visiting Scholar at the University of Economics –Varna, Bulgaria, Co-Investigator, NA.
- 2023: Daowadueng, P. The determinants affecting the implementation of target costing in startups., Co-Investigator, NA.
- 2022: Daowadueng, P. The mediation effect of perceived accuracy on the relationship between activity-based costing and decision-making in Thailand startups., Co-Investigator, NA.
- 2021: Daowadueng, P. Management Accounting Practices in Startup Companies., Co-Investigator, NA.
- 2020: Daowadueng, P. The Demand for Bachelor of Accountancy (International Program) and Desired Graduates'

Characteristics from the Program, Co-Investigator, NA.

2020: Daowadueng, P. Value Chain and Blockchain for Enhancing Competitive Competency of Thai Organic Rice Industry in Northeastern Thailand, Co-Investigator, NA.

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

#### **University Assignments**

##### **University Assignment:**

2024-2025: Acting Vice Director of Khon Kaen University Enterprise (KKU Enterprise)

### **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).