

Digital Economics and Management Innovation (International Program)
Developed curriculum, 2025

Institution: Maejo University
Campus/Faculty: International College

General information

Name of Curriculum

1. Doctor of Philosophy Program in Digital Economics and Management Innovation
(International Program)

2. Name of Degree and Field of Study

Doctor of Philosophy (Digital Economics and Management Innovation)

Ph.D. (Digital Economics and Management Innovation)

3. Majors

none

4. Number of Credit throughout the curriculum

Plan 1.1: 48 credits

Plan 2.1: 48 credits

5. Format of the Curriculum

5.1 3 years doctoral degree program

5.2 Language used

All subjects are taught in English

5.3 Admission

Accept Thai and International students who can speak, listen, read, and write English well for communication.

Management system for education, operation and curriculum structure

1. Education Management System

1.1 System

The Educational system of the International College, Maejo University uses a binary education system, 1 academic year is divided into 2 regular semesters, 1 regular semester, with a study period of not less than 15 weeks.

1.2 Summer Education Management

There is no learning and teaching activities in the summer.

2. Course implementation

2.1 day - time for teaching and learning activities

First Semester: June - October

Second Semester: November - March

Summer: April - May

Or according to the academic calendar of the university announced at that time.

2.2 Qualifications of Applicant

Plan 1.1

1. Graduated with a Master's degree or equivalent in Economics, Business Administration, Management, or related fields from a higher education institution accredited by the Office of the Civil Service Commission (OCSC) or relevant authorities.
2. Applicants who did not graduate directly from the related fields must have at least 1 year of research or working experience related to Economics, Business Administration, Public and Private Management, or other related fields.
3. Possess English proficiency test scores meeting the criteria set by Maejo University.
4. For International students: 4.1) Must have graduated with a Master's degree from a higher education institution accredited by the Ministry of Education or equivalent authority in the country of origin. 4.2) Must have English proficiency test scores meeting Maejo University's criteria or internationally recognized equivalents. 4.3) Must be approved by the curriculum executive committee prior to admission.
5. Other cases are at the discretion of the student admission committee.

Plan 2.1

1. Graduated with a Master's degree or equivalent from a higher education institution accredited by the Ministry of Education or the Office of the Civil Service Commission (OCSC), both domestic and international, or at the discretion of the program chair.
2. Possess English proficiency test scores meeting the criteria set by Maejo University.
3. For International students: 3.1) Must have graduated with a Master's degree from a higher education institution accredited by the educational authority of the country of origin. 3.2) Must have English proficiency test scores meeting Maejo University's criteria or internationally recognized equivalents. 3.3) Must be approved by the curriculum executive committee prior to admission.
4. Meet the qualifications according to Maejo University's regulations on graduate studies and other relevant university announcements in effect at the time.

3. Curriculum

3.1 3 years doctoral degree program

3.1.1 Total credits throughout the course

3.1.1.1 Plan 1.1

Is an educational plan that focuses primarily on conducting a dissertation with a minimum of 48 credits, along with 9 credits of non-credit courses to strengthen the foundation and readiness for research. This plan focuses on creating researchers with expertise in in-depth research, capable of defining research problems, designing research methodologies, and presenting high-level research outcomes. Suitable for those with a strong research background in digital economics and management innovation who wish to focus on in-depth research.

3.1.1.2 Plan 2.1

Is an educational plan that combines coursework and a dissertation. It includes 12 credits of major specific courses (6 credits compulsory, 6 credits elective) and a minimum of 36 credits of dissertation. It also includes 9 credits of non-credit courses to develop foundational knowledge before starting the dissertation. The objective is to create researchers with a deep understanding of the field's content and the ability to apply knowledge in conducting research.

3.1.2 Structure of the Curriculum

3.1.2.1 Plan 1.1

1. Non-Credit courses	(9 Credits)
2. Dissertation not less than	48 credits
Total credit throughout the curriculum	48 credits

3.1.2.2 Plan 2.1

1. Non-credit courses	(9 Credits)
2. Major Compulsory Course	12 credits
2.1 Elective courses not less than	6 credits
2.2 Compulsory Courses	6 credits
3. Dissertation not less than	36 credits
Total credit throughout the curriculum	48 credits

(Note: Elective courses can be chosen from graduate-level courses both inside and outside the field, subject to the discretion of the program chair.)

3.1.3 Courses in the Curriculum

3.1.3.1 Plan 1.1

		Credit (Lecture-Practice-Self Study)	
1) Non-Credit Courses		(9)	Credits
31603701	Advanced Research Methodology for Integrated Social Science	(3)	(2-3-5)
31603791	Seminar 1	(1)	(0-2-1)
31603792	Seminar 2	(1)	(0-2-1)
31603793	Seminar 3	(1)	(0-2-1)
31603794	Seminar 4	(1)	(0-2-1)
31603795	Seminar 5	(1)	(0-2-1)
31603796	Seminar 6	(1)	(0-2-1)

2) Dissertation		48	Credits
31603891	Dissertation 1		6 (0-18-0)
31603892	Dissertation 2		6 (0-18-0)
31603893	Dissertation 3		6 (0-18-0)
31603894	Dissertation 4		6 (0-18-0)
31603895	Dissertation 5		12 (0-36-0)
31603896	Dissertation 6		12 (0-36-0)

Note: () are non-credit courses and they are evaluated in S or U

3.1.3.2 Plan 2.1

		Credit (Lecture-Practice-Self Study)	
1) Non-Credit Courses		(9)	Credits
31603701	Advanced Research Methodology for Integrated Social Science		(3) (2-3-5)
31603791	Seminar 1		(1) (0-2-1)
31603792	Seminar 2		(1) (0-2-1)
31603793	Seminar 3		(1) (0-2-1)
31603794	Seminar 4		(1) (0-2-1)
31603795	Seminar 5		(1) (0-2-1)
31603796	Seminar 6		(1) (0-2-1)

		Credit (Lecture-Practice-Self Study)	
2) Compulsory Courses		6	Credits
31603711	Evaluation of Digital Economy Development and Management Innovation	3	(2-2-5)
31603712	Advanced Digital Marketing Strategies for the Economy and Business	3	(2-2-5)

		Credit (Lecture-Practice-Self Study)	
3) Elective Courses		18	Credits
31603721	Advanced Econometrics for Big Data Analysis	3	(2-2-5)
31603722	Intelligent Economics for Sustainable Development	3	(2-2-5)
31603723	Strategic Foresight for Digital Business	3	(2-2-5)
31603724	Digital Technology for Socio-economic Development and Sustainability	3	(2-2-5)
31603725	Digital Agriculture System Management	3	(2-2-5)

		Credit (Lecture-Practice-Self Study)	
4) Dissertation		36	Credits
2163680	Independent Study		(0-18-0)

Note: Other courses that are non-credit in the curriculum

1. Foreign language courses according to the regulations of the graduate school.
2. Courses that are not major compulsory courses or major elective courses as approved by the lecturer responsible for the curriculum.
3. Additional basic courses for students that are necessary without counting towards credits, as approved by the lecturer responsible for the curriculum.

3.1.4 Study Plan

1) Plan 1.1

Year 1/ first semester

code	Course	Credit	Theory	Practice	Self-Study
31603701	Advanced Research Methodology for Integrated Social Science*	(3)	(2)	(3)	(5)
31603791	Seminar 1*	(1)	(0)	(2)	(1)
31603891	Dissertation 1	6	0	18	0
	Total	6	2	23	6

Year 1/ Second Semester

code	Course	Credit	Theory	Practice	Self-Study
31603792	Seminar 2*	(1)	0	2	1
31603892	Dissertation 2	6	0	18	0
	Total	6	0	20	1

Year 2/ first semester

code	Course	Credit	Theory	Practice	Self-Study
31603793	Seminar 3*	(1)	0	2	1
31603893	Dissertation 3	6	0	18	0
	Total	6	0	20	1

Year 2/ Second Semester

code	Course	Credit	Theory	Practice	Self-Study
31603794	Seminar 4*	(1)	0	2	1
31603894	Dissertation 4	6	0	18	0
	Total	6	0	20	1

Year 3/ first semester

code	Course	Credit	Theory	Practice	Self-Study
31603795	Seminar 5*	(1)	0	2	1
31603895	Dissertation 5	12	0	36	0
	Total	12	0	38	1

Year 3/ Second Semester

code	Course	Credit	Theory	Practice	Self-Study
31603796	Seminar 6*	(1)	0	2	1
31603896	Dissertation 6	12	0	36	0
	Total	12	0	38	1

2) Plan 2.1

Year 1/ first semester

code	Course	Credit	Theory	Practice	Self-Study
31603701	Advanced Research Methodology for Integrated Social Science*	(3)	2	3	5
31603791	Seminar 1*	(1)	0	2	1
31603711	Evaluation of Digital Economy Development and Management Innovation	3	2	2	5
	Total	3	4	7	11

Year 1/ second semester

code	Course	Credit	Theory	Practice	Self-Study
31603792	Seminar 2*	(1)	0	2	1
31603712	Advanced Digital Marketing Strategies for the Economy and Business	3	2	2	5
	Total	3	2	4	6

Year 2/ first semester

code	Course	Credit	Theory	Practice	Self-Study
31603793	Seminar 3*	(1)	0	2	1
31603...	Elective course 1	3	2	2	5
31603...	Elective course 2	3	2	2	5
31603892	Dissertation 2	6	0	18	0
	Total	12	4	24	11

Year 2/ second semester

code	Course	Credit	Theory	Practice	Self-Study
31603794	Seminar 4*	(1)	0	2	1
31603894	Dissertation 4	6	0	18	0
	Total	6	0	20	1

Year 3/ first semester

code	Course	Credit	Theory	Practice	Self-Study
31603795	Seminar 5*	(1)	0	2	1
31603895	Dissertation 5	12	0	36	0
	Total	12	0	38	1

Year 3/ second semester

code	Course	Credit	Theory	Practice	Self-Study
31603796	Seminar 6*	(1)	0	2	1
31603896	Dissertation 6	12	0	36	0
	Total	12	0	38	1

Examinations

Qualifying Examination

Plan 1.1: Students must take and pass the Qualifying Examination within 4 regular semesters from the first semester of enrollment (including approved leave of absence or suspension periods) to assess in-depth knowledge, theoretical synthesis capabilities, and readiness for doctoral research. Failure to pass within this timeframe will result in termination of student status. Students must pass this exam before proceeding to the dissertation proposal examination.

Plan 2.1: Students must take and pass the Qualifying Examination within 4 regular semesters from the first semester of enrollment (including approved leave of absence or suspension periods) to assess integrated understanding across disciplines and readiness for applied research. Failure to pass within this timeframe will result in termination of student status. Students must pass this exam before proceeding to the dissertation proposal examination.

Comprehensive Examination

Plan 1.1: Students must take and pass the Comprehensive Examination within 6 regular semesters from the first semester of enrollment (including approved leave of absence or suspension periods) to evaluate integrated knowledge, methodological linkages, and applications in the digital economy and society. Failure to pass within this timeframe will result in termination of student status. Students must pass this exam before proceeding to the dissertation examination.

Plan 2.1: Students must take and pass the Comprehensive Examination within 6 regular semesters from the first semester of enrollment (including approved leave of absence or suspension periods) to evaluate integrated understanding of digital economics, innovation management, and digital policy, as well as systems analysis capabilities. Failure to pass within this timeframe will result in termination of student status. Students must pass this exam before proceeding to the dissertation examination.

Graduation Criteria for Master's Degree

Study Plan: Plan 1.1

1. Pass the foreign language examination or pass the foreign language proficiency test according to the criteria and conditions officially announced by the university.
2. Pass the Qualifying Examination to be eligible to conduct the dissertation.
3. Pass the Dissertation Proposal Defense in English and pass the Oral Examination evaluated by the examination committee. This must be organized in an Open Defense format to allow interested persons to attend and exchange academic opinions.
4. The dissertation of the Doctor of Philosophy Program in Digital Economics and Management Innovation (International Program) must be written entirely in English. The format, citations, and components of the dissertation must strictly follow the current thesis/dissertation manual of the Graduate School, Maejo University.
5. Pass the Comprehensive Examination within 6 semesters.
6. Present the dissertation in English and pass the final oral examination in an open system format. The examination committee must be appointed by the university and consist of program instructors and external experts.
7. The research work from the dissertation, or part of it, must be published or accepted for publication in quality international journals according to OHEC (ก.พ.อ.) announcements (at least 2 papers). Alternatively, students may choose to publish at least 1 paper in a

quality international journal AND produce at least 1 commercial, social, or economic innovation/creative work, or obtain at least 1 patent. For innovations/creative works, the dissertation must be evaluated by at least 3 external highly experienced experts in the same or related fields and approved by the University Council. For Ph.D. students in Social Sciences and Humanities, publication in quality national journals (OHEC standard) is also acceptable. All published articles must be written in English.

8. International Publication Standard: The journal must be credible and indexed in internationally recognized academic databases such as Scopus, Web of Science (WoS), or other databases accredited by Maejo University. Journals listed on Beall's List or categorized as Predatory Journals are strictly prohibited. The curriculum executive committee is responsible for verifying the journal's credibility prior to publication.
9. National Publication (Thailand): The academic journal must be certified by the TCI (Thai-Journal Citation Index Centre) database and classified in TCI Tier 1 or Tier 2, maintaining active certification in the year of publication. Delisted TCI journals are prohibited. The curriculum executive committee must verify the journal's status.
10. If the student receives external funding, graduation criteria must meet the funder's requirements, provided they are not lower than the curriculum's graduation criteria.

Study Plan: Plan 2.1

1. Complete all courses as specified in the curriculum with a grade point average (GPA) of not less than 3.00 out of a 4.00 system or equivalent, and receive no 'I' and/or 'Op' grades in any course.
2. Pass the foreign language examination or pass the foreign language proficiency test according to the criteria and conditions officially announced by the university.
3. Pass the Qualifying Examination to be eligible to conduct the dissertation.
4. Pass the Dissertation Proposal Defense in English and pass the Oral Examination evaluated by the examination committee. This must be organized in an Open Defense format to allow interested persons to attend.
5. Pass the Comprehensive Examination within 6 semesters.
6. Present the dissertation in English and pass the final oral examination in an open system format. The examination committee must be appointed by the university and consist of program instructors, internal experts, and external experts (domestic and international).
7. The research work from the dissertation, or part of it, must be published or accepted for publication in quality international journals according to OHEC (ก.พ.อ.) announcements, OR obtain a patent, OR be an innovation/creative work applicable for commercial, social,

or economic benefits. Innovations/creative works must be evaluated by at least 3 external experts in the field and approved by the University Council. For Ph.D. students in Social Sciences and Humanities, publication in quality national journals (OHEC standard) is acceptable. The published article must be written entirely in English.

8. International Publication Standard: The journal must be credible and indexed in internationally recognized academic databases such as Scopus, Web of Science (WoS), or other databases accredited by Maejo University. Journals listed on Beall's List or categorized as Predatory Journals are strictly prohibited.
9. National Publication (Thailand): The academic journal must be certified by the TCI database and classified in TCI Tier 1 or Tier 2, maintaining active certification in the year of publication. Delisted TCI journals are prohibited.
10. If the student receives external funding, graduation criteria must meet the funder's requirements, provided they are not lower than the curriculum's graduation criteria.

English proficiency

Test scores/English Proficiency Skills

TOEFL ITP = 480

TOEFL iBT = 50

IELTS = 5.0

or pass an English test organized by Maejo University within the first academic year.