



VISION

International Center for Smart Organic Agriculture, Digital Economy & Sustainable Tourism



◆ PHILOSOPHY ◆

Committed to developing graduates through the integration of agricultural knowledge and management at the international level.



MISSION

- 1** **Mission 1**
Provide education that equips graduates with knowledge, competencies, and international-level skills in agriculture and management.
- 2** **Mission 2**
Produce research in agriculture, management, and related fields through collaboration with both national and international networks.
- 3** **Mission 3**
Provide academic services in foreign languages, international accommodation services, and international training programs in collaboration with other educational institutions and organizations from both the public and private sectors.
- 4** **Mission 4**
Establish and develop collaborative networks both domestically and internationally.
- 5** **Mission 5**
Support national development policies and the university's proactive strategic directions (SPO).

MJU IC VALUES



Mindfulness
Be Mindful



Justice
Be Fair



Unity
Be United



Innovation
Innovate with aim of sustainability.



Connectivity
Be Connected

CORE COMPETENCIES

- 1** **Organic Agricultural Innovation**
 Innovate with aim of sustainability.
- 2** **Digital Economics & Data Analytics**
 Use data and technology to drive the economy.
- 3** **Sustainable Tourism Management**
 Manage tourism sustainably for local communities.
- 4** **Internationalization**
 Enhance global awareness and build networks at international levels.
- 5** **Multilingual Education & Services**
 Provide multilingual education and services (Thai-English-Chinese).

STRATEGIC ISSUES (SI)

- SI 1**

Academic Excellence & Student Success
Develop academic quality and student achievement.
- SI 2**

Research & Innovation Impact
Promote research and innovation with impact.
- SI 3**

Internationalization & Global Engagement
Strengthen internationalization and global engagement.
- SI 4**

Organizational Excellence & Workforce
Enhance organizational efficiency and develop high-performing personnel.
- SI 5**

Financial Sustainability & Societal Impact
Ensure financial sustainability and create societal impact.

STRATEGIC OBJECTIVES (SO)

- SO 1**

SO 1.1 Enhance the quality of education.
SO 1.2 Improve graduates' competencies and lifelong learning.
- SO 2**

SO 2.1 Increase research output.
SO 2.2 Increase the utilization of commercialization of research and innovation.
- SO 3**

SO 3.1 Expand international partnerships.
SO 3.2 Enhance global engagement and international visibility.
- SO 4**

SO 4.1 Develop efficient and innovative management systems.
SO 4.2 Enhance infrastructure with maintaining a quality environment.
- SO 5**

SO 5.1 Increase diversified revenue streams.
SO 5.2 Make a social and environmental impact.