

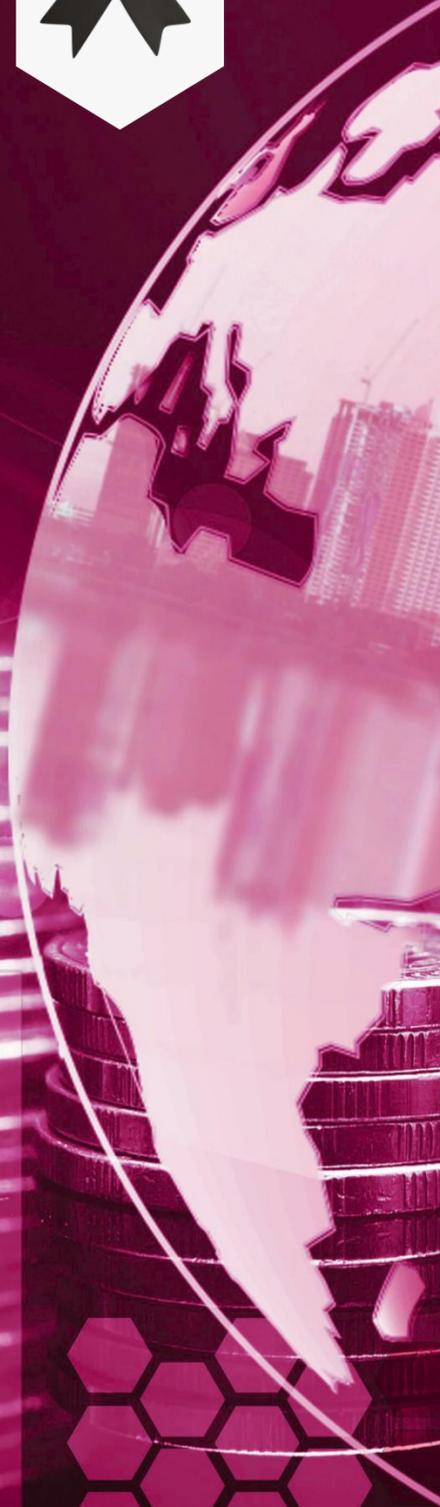
ภาคเช้า

พลิกอนาคตเศรษฐกิจไทยและเศรษฐกิจเหนือ

บทบาทใหม่ของสถาบัน
การศึกษาในการยกระดับ
เศรษฐกิจท้องถิ่นและ
เศรษฐกิจประเทศในโลก
ที่เปลี่ยนแปลง

รศ. ดร.รสริน โอสถานันต์กุล

คณบดีคณะเศรษฐศาสตร์
มหาวิทยาลัยเชียงใหม่



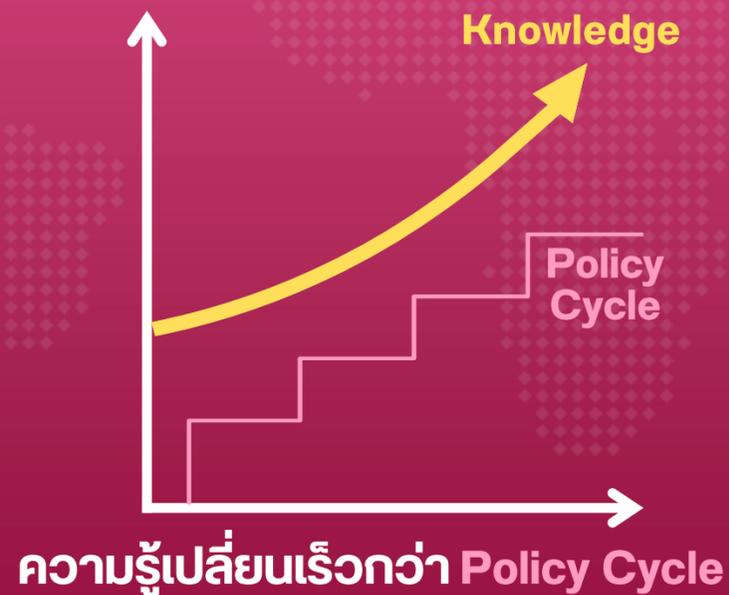
Polycrisis :



จาก Efficiency-driven



Resilience & Sustainability-driven economy



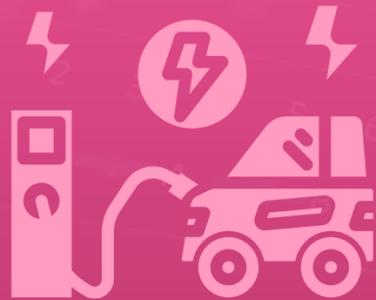
“ ถ้าเศรษฐกิจเปลี่ยน แต่สถาบันความรู้ไม่เปลี่ยน

→ การขยายตัวทางเศรษฐกิจของประเทศจะช้าลง





1. Manufacturing (Transition to EV)



From Combustion to Electric

- 2030 Global EV Market Share: 35%
(source: Global EV Outlook)
- EV Parts Reduction: 60%
(source: Thailand Automotive Institute)

Risk: Industry Stagnation if no Reskill

2. Tourism (High-Value & Creative Tourism)



Beyond “Mass” Tourism

- Post-COVID: 75% Pay for “Meaningful Experiences & Sustainability”
(source: UN Tourism)
- Focus: Creative Economy

Risk: Losing “Margin” to Agile Countries

3. Financial & Services (Digital Transformation)



AI & Fintech Era

- Routine Tasks to Automation: 80%
by next year
(source: Gartner)
- Demand Spike: Data Science & Green Finance +30% annually

Risk: Talent Shortage & Knowledge Gap



1



Climate & Economic Cost

PM2.5 Crisis in Chiang Mai:

- 2.2 Billion Baht Per Year Lost Tourism Revenue (source: KResearch)
- 10 - 15% Agricultural Production Drop (Climate-Smart Agriculture (CSA) Gap)



The Hidden Economic Loss

- Human Capital Depreciation
- Brain Drain
- Tourism Seasonality Shift



Agriculture at Risk

- Supply Chain Disruption
- Cost of Inaction



Climate-Smart Agriculture (CSA)

- Precision Farming
- Carbon Credit & Bio Circular-Green (BCG)
- Crop Diversification



Economic Policy Tools

- Green Incentives, Risk Insurance, Local Carbon Market

2



Tourism Transition

Beyond “Mass” Tourism:

- 75% Seek Meaningful Experiences (source: UN Tourism)
- Spending Per Capita Still Low



Escaping Mass Tourism Trap

- Marginal Revenue vs. Marginal Cost
- Price Competition



Creative & Wellness Ecosystem

- Creative Tourism (Lanna Identity)
- Wellness Tourism



Value Added Strategy

- Niche Market Segmentation
- Data-Driven Tourism Policy



Macro Impact

- Enhanced Local Multiplier, Greater Resilience

3



Aging Society

Fastest Aging Region:

- North: Highest Elderly % in Thailand (source: NSO Thailand)
- Chiang Mai: Super-Aged Society by 2029



Demographic Crisis:

- Old-Age Dependency Ratio
- Shrinking Labor Force



Secular Stagnation

- Domestic Consumption Decline
- Investment Gap
- Fiscal Burden



Silver Economy

- Gerontechnology
- Active Aging & Lifelong Learning
- High-Value Healthcare Services



Institutional Shift

- Curriculum Transformation, R&D for Aging Society, Policy Sandboxes



45

35

16/05

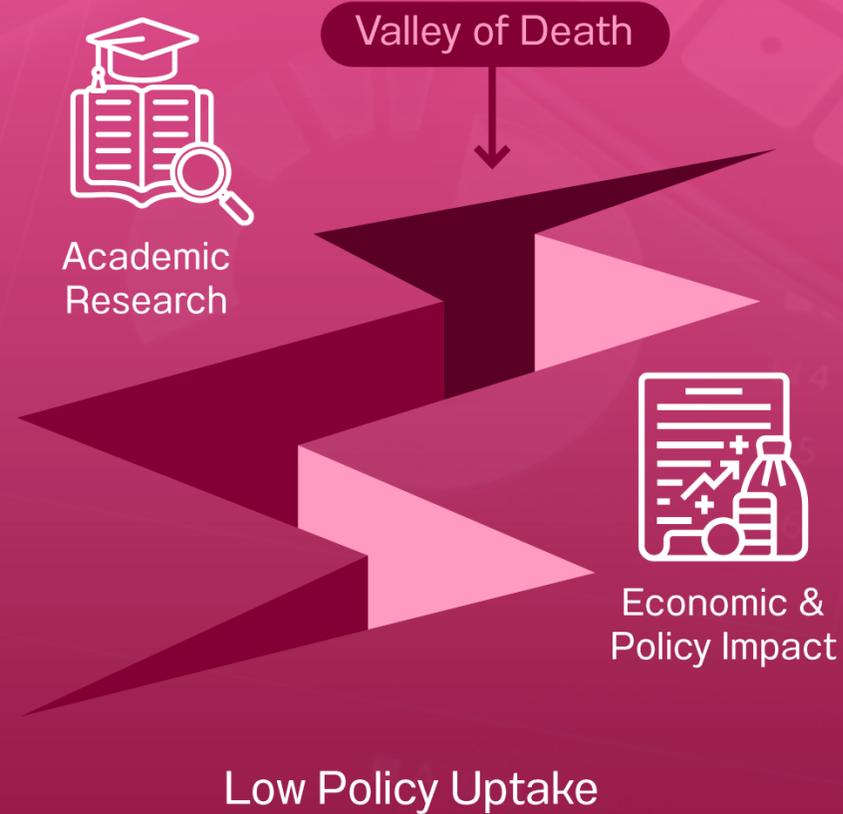
Traditional Role of Universities

Not Enough Anymore

1. Linear Skill Production



2. Research-to-Impact Gap



3. Isolated from Community





1. Human Capital Architect

- Redefining Workforce Development: From Degrees to Future-Ready Talent
- Cultivating Core Competencies: Digital Intelligence, Sustainability, and Strategic Policy Literacy



2. Knowledge-to-Policy Translator

- From academic papers to Action Plans for the province



Universities as Economic System Enablers

Area-based Economic Engine



4. Platform for Collaboration

- The Multi-Sector Connector: Bridging Public, Private, Community, and Financial Ecosystems



3. Local Economic Catalyst

- Area-based development
Connecting Agriculture-Tourism-Creative Industry

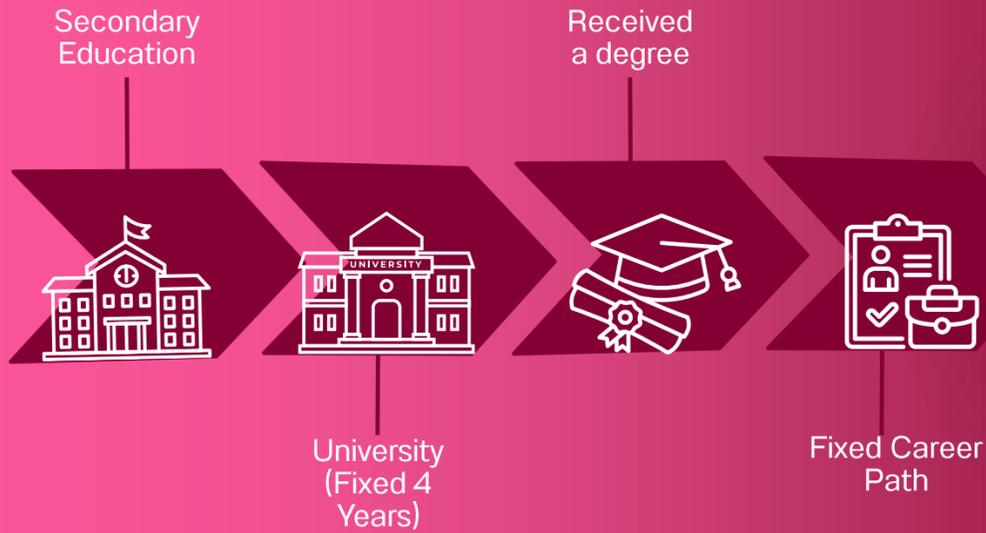


Human Capital Architect

Designing the Workforce for Structural Transformation

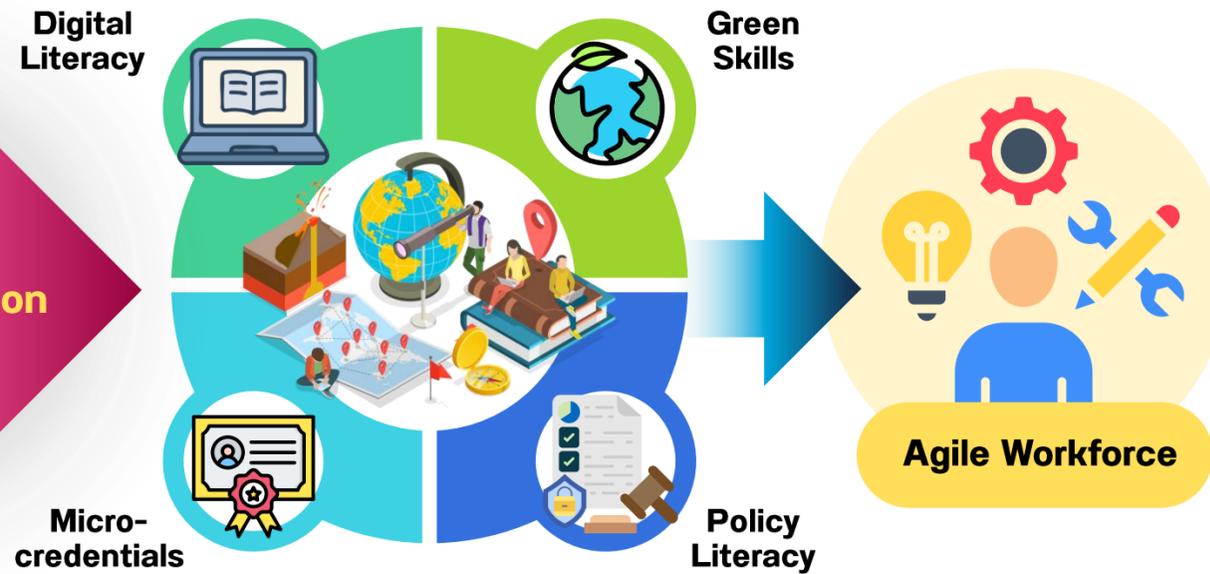


Traditional Degree



Structural Transformation

Lifelong Learning Ecosystem (Circular/Modular)



Priority Target Group for Reskilling



Strategic Partnership for Global Credibility:
Developing the “Workforce for Structural Transformation”



BANK OF THAILAND



WORLD BANK GROUP

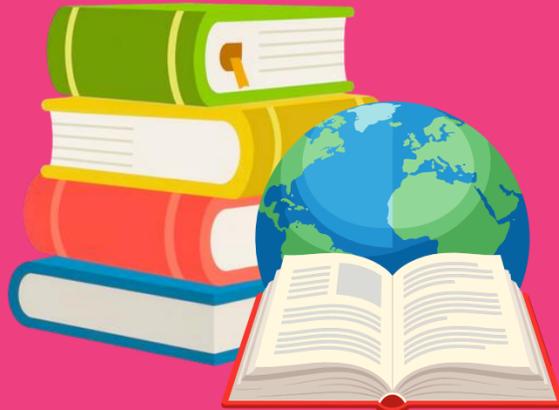


Knowledge-to-Policy Translator

From International Research to Local Policy Compass



INTERNATIONAL RESEARCH



Bridge the “wide gap” to local livelihood problems.

THE TRANSLATOR MECHANISM



EVIDENCE HUB (Chiang Mai)

Data-driven Recommendations



POLICY LAB (Sandboxes)

Small scale policy testing with local partners.

POLICY COMPASS



Think Tank for the region. Every decision is accurate and worth the tax.



Joint Public-Private Consultative Committee (JPPC)



Chiang Mai Provincial Administrative Organization (PAO) - Provincial Development Plan (Data-based)



OECD: Evidence-based policy reduces failure risk by 40%

Local Policy Impact: Chiang Mai PAO collaboration (Local Ownership) ★

2016/05

Local Economic Catalyst

University & Regional Economy

1. Upstream:

AGRICULTURE (Green Economy)

Transforming traditional farming into high-value agri-food and health products via research



2. Midstream:

CREATIVE & DIGITAL ECONOMY

Blending cultural assets with digital skills for high-value, unique content and identity products



3. Downstream:

WELLNESS & TOURISM

Elevating tourism to a quality, long-stay Wellness Destination



WHY A UNIVERSITY AS A CATALYST?



Data & Knowledge Hub



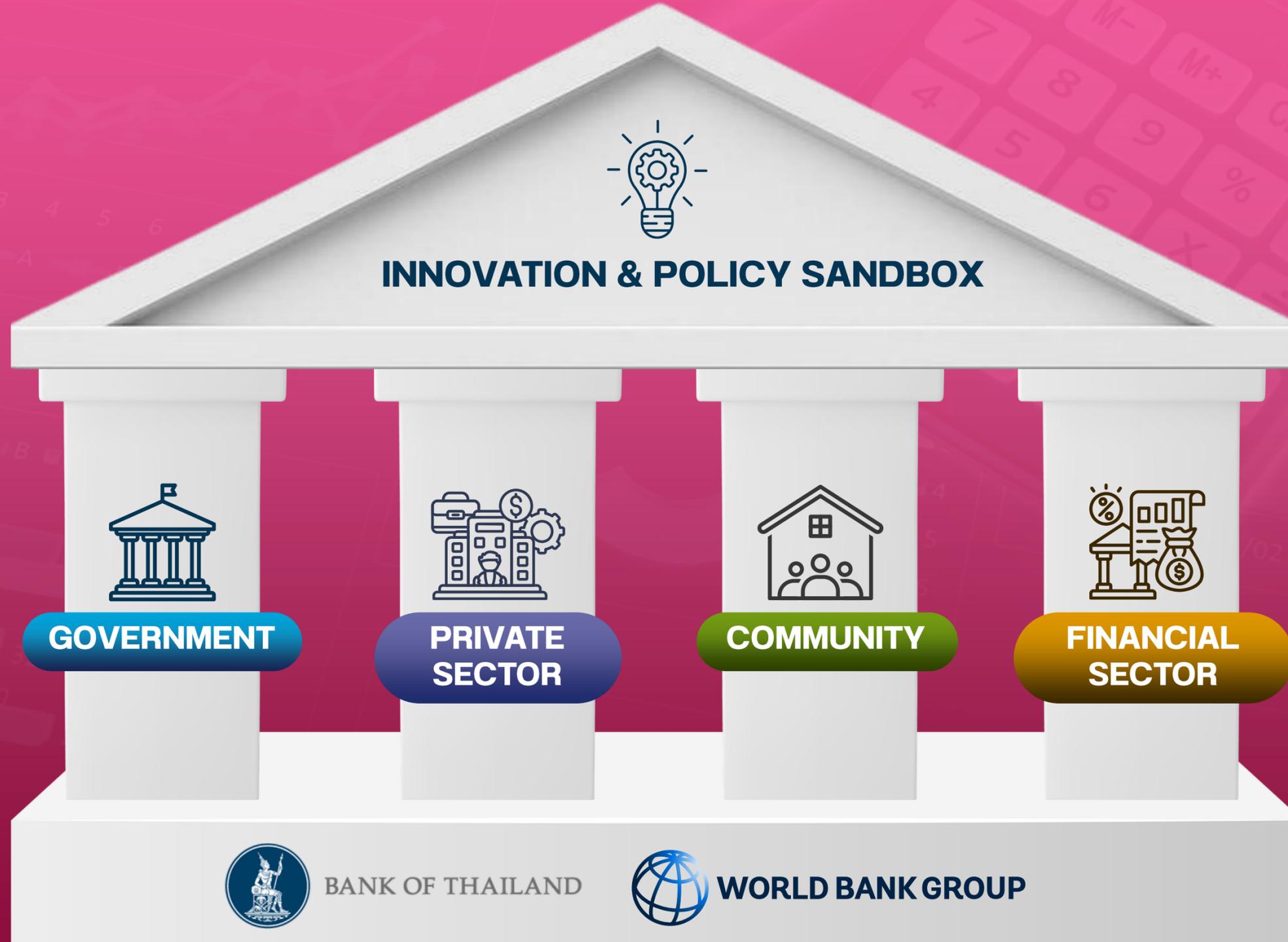
Connecting Ecosystems



De-risking & Empowering



Platform for Multi-sector Collaboration





What Global Experience Tells Us

1. จาก Ivory Tower สู่ Development Partner



Isolated Research & Publishing



Active Partnership & Value Chain Integration



2. Place-based + Mission-oriented Approach



Context-specific (Place-based) Precision



Net Zero



Creative Economy



3. Local Solutions with Global Standards



Agriculture



Tourism

Local Challenge



Applying International Best Practices



Global Recognition & Investment

LOCAL ACTION



University as Knowledge Hub



GLOBAL STANDARD



From Faculty to Regional Economic Partner

1. Regional Policy Think Tank

2. Talent Hub for the North & Mekong Sub-region

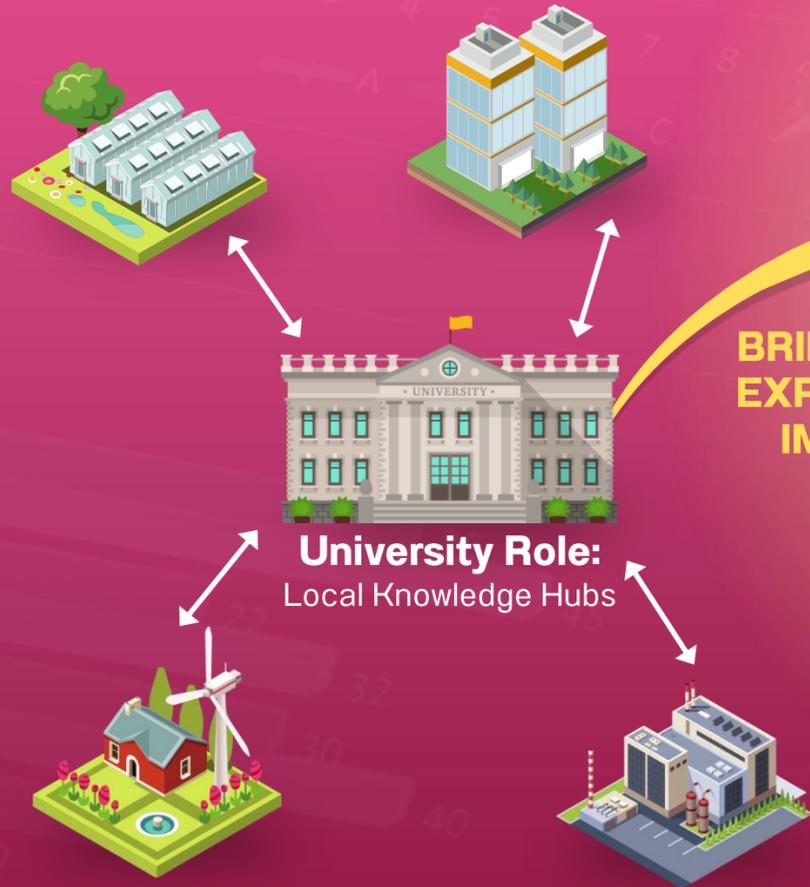


3. Experimental Lab



Implications for Thailand's Economic Future

AREA-BASED FOUNDATIONS



BRIDGING & EXPANDING IMPACT

NATIONAL IMPACT & GROWTH



1. Closing The Policy-Practice Gap

When universities bridge policy and local issues, we avoid wasted budgets on unusable policies. Meeting Halfway for real solutions.



2. Elevating Area-based Economies

Every region with a knowledge partner creates new economic engines aligned with its unique identity.



3. Building Long-term Resilience

In a volatile world, data-driven and knowledge-based economies form the best immunity for Thailand to bounce back quickly and grow sustainably.

