

Key Remarks from the President of ACLEDA University of Business

On 12 February 2024, the ACLEDA University of Business (AUB) was officially transformed from the ACLEDA Institute of Business (AIB), which was transformed from the ACLEDA Training Center (ATC), a subsidiary company of ACLEDA Bank Plc. AUB, licensed by the Royal Government of Cambodia as a private higher education institution, is a leading business school with the highest quality standard to develop future generations to support the socio-economic development in Cambodia and the region. The mission of AUB is to provide learners with superior quality higher education services and professional training in business, ICT, and education so that they can develop their knowledge, skills, creativity and innovation, experiences, ethics, networking, research, and publication in order to enhance their professional future careers.

As basic and applied research has currently been a central focus to transform Cambodia into a digital economy and society, AUB has been committed to taking part in contributing to promote a research culture of Cambodia in line with its vision and mission. AUB has integrated industry attachment, lifelong learning, and innovation into teaching and learning curriculum and extra-curricular activities. For instance, academic programs of AUB are conducted by using problem-based, inquiry-based, and project-based learning, blended learning, case studies, mini-research, and presentations.

As part of its strategic leadership, AUB has encouraged outstanding students, faculty members, and the management team to produce research papers, and several of the top-quality papers have been systematically selected by using a double-blind review and editorial process so that they could be published in the AUB Research Series Volume 5.

Last but not least, AUB will publish AUB Research Series annually, and invite local and regional researchers, scholars, and practitioners to publish their works so that an academic community can be initially created and sustainably developed in Cambodia and the region.



Dr. Phon Narin

President