



Members' Newsletter – June 2023

TE2023 Conference Update (Jul 11 - 14, 2023)

<http://te2023.ait.ac.th/>

TE2023 was successfully organized this summer at Dusit Thani Hotel in Hua Hin Cha Am, Thailand. Thanks to our one hundred and fifteen wonderful participants and five distinguished keynote speakers for making TE2023 an active, engaging, and fruitful academic event. Everyone's friendliness and smiley faces made TE2023 memorable and strengthen our community.

You are invited to visit the TE2023 website (<https://te2023.ait.ac.th/>) to see and recall the conference ambiance presented in a photo gallery. The VDO clips of our keynote speakers' exciting talks also await your visit.

Our 93 papers have been collected, put in format, and submitted to IOS Press, our publisher. The book of proceedings is expected to be available online in November. It will also be linked to the TE2023 website for ease of access.

Thank you for making the picture perfect and so long from the land of smiles. See you next year in London for TE2024.

Best Wishes

Pisut Koomsap

ISTE Membership

Since the last newsletter we have grown from 204 to 216 members. Please continue to promote the Society through your networks and if you see any opportunities for us to reach new audiences, please let us know.

We would like to take this opportunity to welcome new members **Roberto Coronel** and **Lucila Osorio** from Tecnologico de Monterrey, EGADE Business School, Mexico.

I am **Roberto Coronel**, a results-driven professional based in Mexico City with a deep passion for merging data, technology, and education to create innovative solutions. My experience comprises various leadership roles within several universities across Mexico and Latin America, as well as independent consultancy work focused on business intelligence. This diverse professional journey has refined my skills in harnessing data for operational efficiency, pioneering technological transformations in academic operations. Aside from my contributions to higher education institutions, my consultancy role has

allowed me to influence a broader range of organizations, applying strategic analysis and cutting-edge technology for impactful, data-driven decisions.

As a data-driven professional, my research emphasizes the transformative potential of data analytics in enhancing the quality and efficiency of higher education institutions. By advocating for a transdisciplinary Analytics Department, I envision leveraging analytical techniques to fuel operational effectiveness. This vision also includes implementing Early Warning Systems to predict and impact crucial student outcomes, such as attrition and academic performance. And, along with challenging conventional accreditation mechanisms, I also advocate for a transversal approach to assess institutions, incorporating comprehensive indicators and data rather than focusing solely on processes.

Overall, my research is centered on the ambition to enable a comprehensive, data-driven transformation within the landscape of higher education. This all aligns with the ultimate objective of enhancing the quality of academic outcomes while maintaining efficient operations, and ideally, facilitating high-quality education at reduced costs.

Dr. Lucila Osorio has carved a meaningful path in academia. She spent over a decade teaching Marketing at Tecnológico de Monterrey before becoming a research professor at EGADE Business School. Beyond teaching, Lucila leads the Retail research group and heads the Center for Retailing. Her expertise lies in Marketing and Business Intelligence for fast-moving consumer goods. Her research has landed in respected journals like Journal of Product & Brand Management, Journal of Retailing & Consumer Services, and Journal of Business Research. She's showcased her work at major global conferences too. Being a Level 1 member of Mexico's National System of Researchers highlights her impactful research. Lucila's academic prowess earned her a spot in the Beta Gamma Sigma honor society. She holds a PhD and MBA from EGADE Business School and a Bachelor's in International Commerce from Tecnológico de Monterrey.

Interesting Publications

Below are links to the papers published in Product (<https://pmd.igdp.org.br/>), which are extended versions of those presented at the TE2022 conference:

<https://pmd.igdp.org.br/article/10.4322/pmd.2022.023/pdf/pmd-20-2-e20220006.pdf>

<https://pmd.igdp.org.br/article/10.4322/pmd.2022.024/pdf/pmd-20-2-e20220012.pdf>

<https://pmd.igdp.org.br/article/646ce8b3a9539538765ea215/pdf/pmd-20-2-646ce8b3a9539538765ea215.pdf>

<https://pmd.igdp.org.br/article/10.4322/pmd.2022.027/pdf/pmd-20-2-e20230001.pdf>

<https://pmd.igdp.org.br/article/10.4322/pmd.2022.025/pdf/pmd-20-2-e20230004.pdf>

<https://pmd.igdp.org.br/article/10.4322/pmd.2022.018/pdf/pmd-20-1-e20220004.pdf>

<https://pmd.igdp.org.br/article/10.4322/pmd.2022.019/pdf/pmd-20-1-e20220003.pdf>

<https://pmd.igdp.org.br/article/10.4322/pmd.2022.020/pdf/pmd-20-1-e20220008.pdf>

<https://pmd.igdp.org.br/article/10.4322/pmd.2022.022/pdf/pmd-20-1-e20220010.pdf>

<https://pmd.igdp.org.br/article/10.4322/pmd.2022.021/pdf/pmd-20-1-e20220007.pdf>

Research Opportunities – no updates

Other News

ISTE LinkedIn Group: Members have increased from 98 (20 June 2023), to 106 members (12 September 2023). To access the group, click on this link [ISTE LinkedIn Group](#).

Our new member, Roberto Coronel, has kindly written about his experience of attending TE2023. Great to meet you Roberto. We look forward to seeing you again in London for TE2024!

Title: The journey of a first-year Ph.D. student into a transdisciplinarity conference

By: Roberto Coronel, 2nd year PhD student, EGADE Business School, Tecnológico de Monterrey , Mexico

At the TE2023 International Research Congress, I found myself as a first-year doctoral student, ready to embark on an academic adventure that held the promise of knowledge and a melting pot of innovative ideas. In retrospect, this journey has been an eye-opener, broadening my horizons beyond my wildest expectations.

Entering this global gathering, I felt a surge of excitement. It wasn't just an introduction to an international academic community but an opportunity to be part of a vibrant place where the boundaries of knowledge were constantly evolving. The atmosphere was electric, filled with brilliant minds from diverse backgrounds.

Among this vast group of people, I found my eyes opening wider than ever before, witnessing a multitude of different research trajectories, so diverse yet interconnected through transdisciplinarity. Being here clarified the direction for my doctoral project and confirmed that combining administration with modern data and digitalization techniques while keeping a human touch was the right approach. This congress reassured me that my belief in transdisciplinarity as the guiding thread was not misplaced. This congress affirmed that I'm on the right track.

As a novice in the grand scheme of academic exploration, I approached this venture with a humble assumption that my knowledge was just a drop in the vast ocean. True enough, the congress proved to be a fertile ground where my initial suppositions were met with critical insights from an eclectic pool of experts, prying open my eyes even further to the untapped potentials and possibilities that lay before me.

Remembering this conference, I find myself with a significant realization that science is not a journey taken alone. The conference is more like an open dialogue, a collective effort where ideas are debated, shared, and developed together. The congress was a clear reminder that I need to be more involved, actively engaging in discussions and networking in future gatherings. This experience has cemented the belief that the path I am on is one that thrives on community, where open conversations fuel innovation and development. As I prepare to delve deeper into my research, I carry the motivating spirit of TE2023, a foundation for the many learning opportunities and collaborative endeavors that await my academic journey.

I look forward to being part of London TE2024.

We are keen to hear from our members. If you have anything you would like to include in the next edition of the ISTE newsletter, please email sl2091@bath.ac.uk