

Key Remarks from the President of ACLEDA University of Business

On 12 February 2024, the ACLEDA University of Business (AUB) officially evolved from the ACLEDA Institute of Business (AIB), which itself had been transformed from ACLEDA Training Center (ATC), a proud subsidiary of the ACLEDA Bank Plc. AUB is licensed by the Royal Government of Cambodia as a private higher education institution and serves as a leading business school dedicated to fostering future generations who will support the socio-economic development of Cambodia and the region.

The mission of AUB is to provide students with higher education of excellent quality for their lifelong professional career through on-campus and online delivery. We aim to build their knowledge, professional skills, creativity and innovation, practical experience, ethical awareness, networking opportunities, and research and publication skills. In order to ensure their professional careers in the future, we will at all times observe the highest principles of good corporate governance, ethical behavior, respect for a diverse and multicultural society, laws and regulations, and the environment.

As basic and applied research is now central to transforming Cambodia into a robust digital economy and society, AUB is firmly committed to promoting a vibrant research culture in line with its vision and mission. To achieve this, we have fully integrated industry engagement, lifelong learning, and innovation into our curriculum and extra-curricular activities. Our programs actively employ modern methods of teaching and learning such as problem-based, inquiry-based, and project-based learning, blended instruction, case studies, mini-research projects, and presentations.

As part of a strategic leadership initiative, AUB actively encourages outstanding students, faculty members, and the management team to produce high-quality research papers. We ensure academic rigor through a systematic process involving double-blind review and editorial oversight for the selection of top-quality works.

It is with great pleasure that we celebrate the publication of Volume 2 of the Cambodia Journal for Business and Professional Practice (CJBPP), and we are committed to publishing CJBPP annually. Likewise, we extend an open invitation to local and regional researchers, scholars, and practitioners to submit and publish their works with CJBPP. This effort is foundational to developing and sustaining a vibrant academic community in Cambodia and the wider region, with the ultimate goal of generating research that informs public policy and drives innovation across the business sector.

Finally, we extend our sincere gratitude to the dedicated Editorial Board, Editors-in-Chief, the meticulous peer-reviewers, and the accomplished authors of Volume 2 of CJBPP for upholding the highest standards of academic integrity and making this publication possible.



Phon Narin, Ph.D.
President