

ADVANCED BUSINESS MAGAZINE

Empowering Insights for Business Excellence

MAGAZINE ISSUE NO.427

COVER STORY: สถาบันคชกรรมภาครรัฐใหม่:
พลิกวิกฤตงบประมาณประจำสู่ความได้เปรียบทางการแข่งขันระดับชาติ



ISSN 2465-4140

195 บาท



Journal name : Advanced Business Magazine

Issue No : 427

Year : 2026

Abstract

Presenting content about **COVER STORY** New Public Sector Architecture: Turning Budget Crisis into National Competitive Advantage **FINANCIAL FOCUS** Krungsri Reveals Net Profit for the First Half of 2026; EXIM BANK Announces Q2 2026 Operating Results; Bangkok Bank Reports Net Profit for the First Half of 2026; **SPECIAL SCOOP** Krungthai-AXA Life Insurance Holds "KTAXA PRIME SUMMIT & Agenda Leader Mid-Year Plan 2026" to Ignite Sales Motivation in the Second Half of the Year; Commerce Ministry Pleased with TCEX 2026's Successful Conclusion, Attracting Over 35,000 Attendees; **EXECUTIVE VISION** TTB Highlights its Role as a GROWTH NAVIGATOR to Support Thai SMEs by Connecting Data, Insights, and Financial Solutions Helping Businesses Grow in a Volatile Economic Era **ADVANCED NEWS** Vimut Phaholyothin Hospital Drives Preventive Healthcare Strategy Ajinomoto Expands "Ajinomoto Victory Canteen" for the 2nd Year **BUSINESS TIPS** Advising SMEs to Use Business Data to Control the Game and Increase Access to Loans **ADVANCED FOOD** ASAHI BEYOND EXPECTED 2026: Catch the Beat with "DJ BOTCASHWW" vs. 6 Special Menus by "Chef Joe" and "Chef Saki" **HEALTHY LIVING** Low Blood Sugar... A Hidden Danger for Diabetics **SPECIAL COLUMN** BAAC Brings Quality Agricultural Products Directly to Consumers at the BAAC Market Viriyah Insurance Maintains its Position as the No. 1 Car Insurance Brand in Consumers Hearts for 3 Consecutive Years FWD Life Insurance Partners with Chulalongkorn University to Launch the Exclusive **WANDERLUST** Program: Happiness You Can Choose **WORDS OF WISDOM** Strategies for Sustainable Solutions to the Shortage of Doctors and Public Health in Remote Areas