



### Message from the President Panyapiwat Institute of Management

Panyapiwat Institute of Management is a higher education institution that strives to create quality graduates both academically and practically based on Work-based Education. For research and creativity mission, The Institute has the policy to encourage faculty and students to produce quality work in various disciplines, leading to knowledge and innovation to develop organizations, societies, and nations. There are subsidies to produce research and academic works. We also develop a research capacity-building program and creative work. We support the dissemination of research in various forms every year.

The institute has organized The 11<sup>th</sup> National and the 5<sup>th</sup> International PIM Conference 2021 on the theme: Re-inventing Society and Education: Strategic and Innovative Holistic Approach. It is an academic activity to help promote and encourage the exchange of academic knowledge in a variety of disciplines whether research in the social sciences and humanities, research in science and technology, research for teaching and learning or master thesis and doctoral dissertation. This conference is an important learning exchange platform for researchers, academics, professors, and students, from inside and outside the institution to the international level, which contributes to the cooperation to develop an academic network in various dimensions that will lead to the adoption of sustainable research.

On behalf of Panyapiwat Institute of Management, we fully thank you co-hosts from a variety of institutions, both domestic and international, thank you to the keynote speakers who share their commitment to support and promote the production of quality academic works to society and the nation.

Panyapiwat Institute of Management, allow me to express my appreciation and a very warm welcome to all participants who take part in the quest towards the production of quality research with tangible benefits for our society and country. May you all be blessed with continuous success and prosperity.

A handwritten signature in black ink, which appears to be 'Sompop'.

Assoc. Prof. Dr. Sompop Manarungsan  
President of Panyapiwat Institute of Management