

The 12th National and the 7th International PIM Conference 2022
Theme: Education and Business Transformation in the Virtual World:
Opportunities and Challenges of the Metaverse
July 7, 2022

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Message from the President
Panyapiwat Institute of Management

Panyapiwat Institute of Management is a higher education institution that strives to create quality graduates, through both academic and practical work-based Education. Currently, there are 12 faculties and 2 colleges, namely, Business Administration, Management Sciences, Engineering and Technology, Communication Arts, Liberal Arts, School of Creative Educational Management, Innovative Agricultural and Management, Food Business Management, Agro-Industry, Logistics and Transportation Management, Management Innovation, School of Nursing, International College and Chinese Graduate School.

To fulfill its mission to promote research and creativity, the Institute enacts policies that encourage faculty and students to produce quality work in various disciplines, with the goal of promoting knowledge and innovation that will help the development of organizations, social, and the nation. Among these policies are funds to produce research and academic work. We have also developed a research capacity building program and creative work. We support the dissemination of research in various forms every year.

The institute has organized the 12th National and the 7th International PIM Conference, on the Theme: Education and Business Transformation in the Virtual World: Opportunities and Challenges of the Metaverse. 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 theses and doctoral dissertations. This conference is an important learning exchange platform for researchers, academics, professors, and students, throughout the country and internationally, which contributes to the creation of cooperation on the development of an academic network at various levels that will lead to the sustainable use of research results.

On behalf of 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 blue ink, belonging to Assoc. Prof. Dr. Sompop Manarungsan. The signature is stylized and cursive.

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