Conference Program

The 15th National and the 11th International PIM Conference 2025

"Fostering Sustainable Business and Hospitality Industry: AI, Communications, and Governance"

June 6, 2025

Auditorium, Floor 16, CPALL Academy, Panyapiwat Institute of Management

Time (Thailand Time)	Schedule of Activities
08.30 - 09.30	Registration
09.30 - 09.45	Welcome performance
09.45 - 10.00	Opening remarks by *Assoc. Prof. Dr. Sompop Manarungsan* President, Panyapiwat Institute of Management
10.00 - 10.30	Certificate ceremony to best paper awards, keynote speakers, and co-hosts
10.30 - 12.00	Panel Discussion "Fostering Sustainable Business and Hospitality Industry : AI, Communications, and Governance" 1. *Professor Surichai Wun'Gaeo* Chulalongkorn University, Thailand 2. *Professor Dr. Chen-Cheng Chun* Dean, Office of International Affairs/ Chairperson of Association of Teaching Chinese as a Second Language (Taiwan), National Kaohsiung Normal University, Taiwan 3. *Professor Liu Zhan* Vice Dean, New Media Data Research Institute, East China University of Political Science and Law, PR China Leader of The Master's Tutor Group of Journalism and Communication Major, School of Journalism and Communication, PR China 4. *Mr. Joshua Mason* Executive Dean, Stenden Thailand NHL STENDEN University of Applied Sciences, Netherlands Moderator: *Professor Dr. Tang Zhi Min* Assistant President, China and ASEAN Education, Panyapiwat Institute of Management, Thailand
12.00 - 13.00	Lunch Break (14th Floor)
13.00 - 15.30	Poster Presentation (CPALL Academy, 16th floor)

Oral Presentation

National		International					
Room 1 (TH)	Room 2 (TH)	Room 3 (EN)	Room 4 (EN)	Room 5 (EN)	Room 6 (EN)	Room 7 (CH)	Room 8 (CH)
Architecture	- Agriculture - Engineering and Technology - Business - Management - Education	- Business - Human Resources	- Communications - Business - Management	- Food Science - Education - Engineering and Technology	- Management - Science - Business - Logistic	Education	- Education - Human Resources - Business - Management
Venue: CPALL Academy, 8th floor, Room 4-0806	Venue: Convention Hall, 2nd floor, Room 2-0214	Venue: Convention Hall 2nd floor Room 2-0217	Venue: CPALL Academy 16th floor Room 4-1602	Venue: CPALL Academy 16th floor Room 4-1608	Venue: Convention Hall 2nd floor Room 2-0213	Venue: Multipurpose Building, 3rd floor, Room 3-0303	Venue: Multipurpose Building, 3rd floor, Room 3-0306