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
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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: Panyapiwat Convention Hall, 2nd floor, Room 2-0214	Venue: Panyapiwat Convention Hall, 2nd floor, Room 2-0217	Venue: CPALL Academy, 16th floor, Room 4-1602	Venue: CPALL Academy, 16th floor, Room 4-1608	Venue: Panyapiwat Convention Hall, 2nd floor, Room 2-0213	Venue: Multipurpose Building, 3rd floor, Room 3-0303	Venue: Multipurpose Building, 3rd floor, Room 3-0306