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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 ³							
	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 (14 th Floor)							
13.00 - 15.30	Poster Presentation (CPALL Academy, 16 th 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, 8 th floor, Room 4-0806	Venue: Panyapiwat Convention Hall, 2 nd floor, Room 2-0214	Venue: Panyapiwat Convention Hall, 2 nd floor, Room 2-0217	Venue: CPALL Academy, 16 th floor, Room 4-1608	Venue: CPALL Academy, 16 th floor, Room 4-1602	Venue: Panyapiwat Convention Hall, 2 nd floor, Room 2-0213	Venue: Multipurpose Building, 3 rd floor, Room 3-0303	Venue: Multipurpose Building, 3 rd floor, Room 3-0306

















































PIM

The 15th National and The 11th International Conference 2025



SPEAKER

Prof. Surichai Wun'Gaeo

Chulalongkorn University, Thailand



SPEAKER Prof. Dr. Chen-Cheng

Chairperson of Association of Teaching Chinese as a Second Language (Taiwan), National Kaohsiung Normal University,



SPEAKER **Prof. 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



SPEAKER

Mr. Joshua Mason

Executive Dean, Stenden Thailand NHL STENDEN University of Applied Sciences, Netherlands



Topic:

June 6, 2025

and Governance"

(L) 08.30 AM - 12.00 AM

"Fostering Sustainable

Business and Hospitality

Industry: AI, Communications,

Panyapiwat Institute of Management

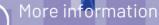


MODERATOR

Prof. Dr. Tang Zhi Min

Assistant President, China and ASEAN Education, Panyapiwat Institute of Management, Thailand





Ms. Paweena Kimsuvan 02-855-1107

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https://conference.pim.ac.th