



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 (14 th Floor)							
13.00 - 15.30	Poster Presentation (CPALL Academy, 16 th floor)							
	Oral Presentation							
	National		International					
	Room 1 (TH) Architecture Venue: CPALL Academy, 8 th floor, Room 4-0806	Room 2 (TH) Agriculture Engineering and Technology Business Management Education Venue: Panyapiwat Convention Hall, 2 nd floor, Room 2-0214	Room 3 (EN) Business Human Resources Venue: Panyapiwat Convention Hall, 2 nd floor, Room 2-0217	Room 4 (EN) Communications Business Management Venue: CPALL Academy, 16 th floor, Room 4-1608	Room 5 (EN) Food Science Education Engineering and Technology Venue: CPALL Academy, 16 th floor, Room 4-1602	Room 6 (EN) Management Science Business Logistic Venue: Panyapiwat Convention Hall, 2 nd floor, Room 2-0213	Room 7 (CH) Education Venue: Multipurpose Building, 3 rd floor, Room 3-0303	Room 8 (CH) Education Human Resources Business Management Venue: Multipurpose Building, 3 rd floor, Room 3-0306



PIM

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Topic :

“Fostering Sustainable
Business and Hospitality
Industry: AI, Communications,
and Governance”

 June 6, 2025

 08.30 AM - 12.00 AM

 Panyapiwat Institute of
Management



More information
Ms. Paweena Kimsuvan 02-855-1107
Ms. Kittiya Learthkitjanuwat 02-855-0940



<https://conference.pim.ac.th>



SPEAKER

Prof. Surichai Wun'Gaeo

Chulalongkorn University, Thailand



SPEAKER

**Prof. 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



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



MODERATOR

Prof. Dr. Tang Zhi Min

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

