# PROCEEDINGS

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

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

### June 6, 2025

Panyapiwat Institute of Management
Chaengwatthana Rd., Nonthaburi, Thailand

### Organized by

- Panyapiwat Institute of Management, Thailand
- Harbin Engineering University, China
- Myanmar Noble University, Myanmar
- Nanjing Tech University Pujiang Institute, China
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