



The 15<sup>th</sup> National and the 11<sup>th</sup> International PIM Conference 2025 Theme "*Fostering Sustainable Business and Hospitality Industry: AI, Communications, and Governance*" June 6, 2025 Panyapiwat Institute of Management, Thailand

The 15<sup>th</sup> National and the 11<sup>th</sup> International PIM Conference are the annual academic conferences, organized by Panyapiwat Institute of Management (PIM). The purposes consist of providing a forum presentation of academic and research papers, conducted by faculty staff and students from various institutions and for sharing of findings and knowledge among researchers and professionals in many areas. In addition, participants will be provided significant suggestions from the qualified experts. This conference will be beneficial for research improvement in the future and for the creation of cooperative networks among the related academic disciplines. The main topic of the conference is "Fostering Sustainable Business and Hospitality Industry: AI, Communications, and Governance"

#### • Expected Outcomes:

- 1. Academics, professionals, faculty staff, researchers, and students have the forum to present their research papers, to exchange and share their knowledge, experiences and ideas, and to hear suggestions from qualified experts.
- 2. The creation of co-operative networks among academics in the same or related disciplines.

#### • Participants:

Researchers, academics, students, and interested individuals from Thailand and overseas. The expected numbers of participants are around 300 people.

### • Co-Host:

- 1. National Research Council of Thailand (NRCT), Thailand
- 2. Community Development Department, Thailand
- 3. Faculty of Education, Kasetsart University, Thailand
- 4. Faculty of Engineering, Kasetsart University Sriracha Campus, Thailand
- 5. Faculty of Humanities, Chiang Mai University, Thailand



- 6. Technology of Information System Management Division, Faculty of Engineering, Mahidol University, Thailand
- 7. Rajamangala University of Technology Rattanalosin, Thailand
- 8. International Student Education Management Center, Chiang Rai Rajabhat University, Thailand
- 9. College of Asian Scholars, Thailand
- 10. Prachachuen Research Network, Thailand
- 11. Association of Private Higher Education Institutions of Thailand (APHEIT), Thailand
- 12. The Association of Council of IT Deans (CITT), Thailand
- 13. Taipei Economic & Cultural Office in Thailand, Thailand
- 14. Harbin Engineering University, China
- 15. Myanmar Noble University, Myanmar
- 16. Nanjing Tech University Pujiang Institute, China
- 17. National Institute of Technology (KOSEN), Kitakyushu College, Japan
- 18. National Kaohsiung Normal University, Taiwan
- 19. National Taiwan Normal University, Taiwan
- 20. Shibaura Institute of Technology, Japan
- 21. Tao Fen School of Journalism and Communication, East China University of Political Science and Law, China
- 22. Warsaw University of Business, Poland

# • Keynote Speaker

### 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



### • Conference formats:

Research and Academic

- The conference welcomes papers on the following topics:
  - Social Sciences and Humanities
  - Engineering and Technology
  - Health Sciences

### • Types of Presentation:

- Oral Presentation
- Poster Presentation

### • Languages for Presentation:

- National Conference: Thai, English and Chinese
- International Conference: English and Chinese
- Registration:

### Paper Submission:

- Registration can be done via: <u>https://conference.pim.ac.th</u>

### • Manuscript Preparation:

# The manuscript of full paper

- National Conference: <u>https://conference.pim.ac.th/thai/full-paper-template/</u>
- International Conference: <u>https://conference.pim.ac.th/inter/full-paper-template/</u>

### • Important Date:

Important Date	Regular	Registration Fees
Submission (Full Paper)	October 1 – December 31, 2024	January 1 – February 15, 2025
Announcement for presentation schedule	May 15, 2025	

### Registration Fees

Registration Fees	Early Bird	Regular
National Conference	3,000 THB	4,000 THB
International Conference	190 USD or 4,500 THB	210 USD or 5,000 THB



# • Payment Methods

Please use the following information for international payments. By paying in US dollars only.

- 1) Name of Beneficiary: Panyapiwat Institute of Management Fund
- 2) Beneficiary's Address: 85/1 Moo.2 Chaengwattana Road, Bang-Talad, Pakkred, Nonthaburi 11120, Thailand
- 3) Name of Beneficiary's: Bangkok Bank (Surawong Branch)
- 4) Bank Address: 23 Surawong Road, Suriyawong, Bangrak, Bangkok 10500
- 5) Account No.: 1474715255
- 6) Swift Code (Bank Code): BKKBTHBK
- 7) Bank's Phone Number: +662 235-3074

# • Accommodation: (Contact Hotel Directly)

- Best Western Plus Wanda Grand Hotel <u>https://www.bwpluswandagrand.com/</u> Location: Opposite to the venue, Walking distance 500 meters
- ibis Bangkok IMPACT https://www.ibisbangkokimpact.com/th/ Location: 10 kilometers from the venue
- Hop Inn Chaengwattana https://www.hopinnhotel.com/
  Location: Opposite to the venue, Walking distance 700 meters
- TK Palace Hotel & Convention <u>https://www.tkpalace.com</u> Location: 7.5 kilometers from the venue

# • Contact Information:

# - PIM National Conference

Ms. Paweena Kimsuvan

Tel. +662-855-1107

Email: nationalcon@pim.ac.th

### - PIM International Conference

Ms. Kittiya Leartkitjanuwat Tel. +662-855-0940 Email: <u>intercon@pim.ac.th</u>



# • Venue:

Auditorium, Floor 16, CPALL Academy, Panyapiwat Institute of Management (PIM) 85/1 Moo 2, Chaengwattana Rd., Bang-Talat, Pakkred, Nonthaburi, 11120, Thailand ห้องประชุม Auditorium ชั้น 16 อาคาร CP All Academy สถาบันการจัดการปัญญาภิวัฒน์ 85/1 หมู่ 2 ถ.แจ้งวัฒนะ ต.บางตลาด อ.ปากเกร็ด จังหวัด นนทบุรี 11120

Google Map Link: <u>https://shorturl.asia/8GFsc</u>

### How to go to PIM

Bus No. 51, 52, 150, 356 / Air-Conditioned Bus No.150, 166 Van Victory Monument-Pakkred, Min Buri- Pakkred, Ramkamhaeng University- Pakkred, Future Park Rangsit- Pakkred



