

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)	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 	 Business Human Resources 	 Communications Business 	 Food Science Education 	 Management Science 	Education	EducationHuman Resources
		Technology		- Management	- Engineering and	- Business		- Business
		BusinessManagementEducation			Technology	- Logistic		- Management
	Venue: CPALL Academy,	Venue: Convention Hall,	Venue: Convention Hall	Venue: CPALL Academy	Venue: CPALL Academy	Venue: Convention Hall	Venue: Multipurposo Building	Venue: Multipurpose Building,
	8 th floor,	2 nd floor,	2 nd floor	16 th floor	16 th floor	2 nd floor	3 rd floor,	3 rd floor,
	Room 4-0806	Room 2-0214	Room 2-0217	Room 4-1602	Room 4-1608	Room 2-0213	Room 3-0303	Room 3-0306