



KUPTM

MMU  
MULTIMEDIA UNIVERSITY



**2019 年正大管理学院社会科学与管理国际会议**  
数字时代的创新发展与管理

**2019 Panyapiwat International Conference  
on Social Science and Management**  
Innovation Development and Management  
in the Digital Age

18 February 2019, 16F, Auditorium, CP ALL Academy  
Panyapiwat Institute of Management, Thailand

**PROCEEDING**

