

# The 1<sup>st</sup> International Symposium in Management Studies 2022 (ISMS2022)

School of Management, Walailak University

9<sup>th</sup> September 2022

**Venue:** Online platform via Zoom

**Date:** 9<sup>th</sup> September 2022

**Time:** 8.00 am. -16.00 pm.

**Theme:** Management Studies in the digital age

**Subtheme I:** Logistics and Business Analytics

**Subtheme II:** Creative Economy, Tourism and Digital Marketing, New Marketing and Management in Digitally Connected World

## Organizer

Center of the Excellent for Tourism Business Management and Creative Economy, and  
Center of the Excellent for Logistics and Business Analytics, and  
School of Management, Walailak University, Nakhon Si Thammarat, Thailand

## Tentative program

8.30 – 9.00 a.m.	Registration
9.00 – 9.20 a.m.	<b>Opening Speech</b> by Professor Sombat Thamrongthanyawong, Ph.D., The President of Walailak University
9.20 – 10.00 a.m.	<b>Special Keynote Speech:</b> Asst. Prof. Dr. Ake Pattaratanakun, Department of Marketing Chulalongkorn Business School, Chulalongkorn University <b>Topic:</b> Branding in the Digital Age
10.00 – 10.40 a.m.	<b>Special Keynote Speaker:</b> Dr. Anderson Ngelambong, Faculty of Hotel and Tourism Management, Universiti Teknologi MARA Penang Branch, Malaysia <b>Topic:</b> Tourism destination digital marketing in the new Era
10.40 – 11.20 a.m.	<b>Special Keynote Speaker:</b> Assoc. Prof. Sompong Sirisoponsilp, Ph.D. School of Agricultural Resources, Chulalongkorn University <b>Topic:</b> Myths in Thailand's national logistics development policy
11.20 – 12.00 a.m.	<b>Special Keynote Speaker:</b> Dr. Farah Adibah binti Che Ishak, Department of Food Service and Management, Faculty of Food Science and Technology, Universiti Putra Malaysia, Malaysia <b>Topic:</b> Technology management: Staging digital experience in foodservice industry
12.00 – 13.00 p.m.	Lunch
13.00 – 15.30 p.m.	<b>Room I: Sustainability, Logistics &amp; Supply Chain Management, Business Analytics</b> <b>Moderator:</b> Asst.Prof. Panida Chamchang, Ph.D. Ms.Supicha Wilaisri <b>Speaker</b>

- 1. Dr.Eusebius Pantja Pramudya**, School of Business and Economics,  
Universitas Prasetiya Mulya, Indonesia

**Topic:** The Importance of Sustainability in Global Trading

2. **Dr.Norabajra Asava-vallobh\*, Jaranrat Pongpanusit & Napassawan Boonchua**, Director of Economic Data Innovation and Research Division. Bureau of Macroeconomic Policy, Fiscal Policy Office. Ministry of Finance, Thailand  
**Topic:** The future of the regional economy and the inequality of Thailand
3. **Assoc.Prof.Dr. Nikorn sirivongpaisal**, Chair of Master Program in Logistics and Supply Chain Engineering, Prince of Songkla University  
**Topic:** Supply Chain Resilience-Driven Sustainability
4. **4. Prof. Vikas Kumar, Ph.D.**, Director of Research and Professor of Operations and Supply Chain Management Bristol Business School, University of the West of England, UK  
**Topic:** Challenges and Opportunities of the Food Supply Chains amid COVID-19
5. **Dr.Harry Barnes-Dabban**, Executive Coordinator, Ports Environmental Network-Africa (PENAf), Ghana  
**Topic:** Regional Convergence in Environmental Sustainability Governance: The Case for West and Central African Ports

**Room II:** Creative Economy, Tourism and Digital Marketing, New Marketing and Management in Digitally Connected World

**Moderator:** Asst.Prof. Pimlapas Pongsakornrunsilp, Ph.D.  
Ms.Teerada Kuttapan

**Speaker**

1. **Asst.Prof. Yupin Patara, Ph.D.**, Sasin Graduate Institute of Business Administration, Chulalongkorn University  
**Topic:** Self-Sufficiency & Materialism
2. **Dr.Warach Madhayamapurush**, School of Business and Communication Arts, The University of Phayao  
**Topic:** Tourism Experience design for Metaverse Tourism
3. **Asst.Prof. İlke Kocamaz, Ph.D.**, Department of Marketing, Faculty of Business Administration, Marmara University, Turkey  
**Topic:** Transformation of consumers in the transformation economy
4. **Dr.Sumana Laparojkit**, Dean of International College, Prince of Songkla University  
**Topic:** Collective Consumers in Digital Age
5. **Mr.Pavit Tansakul**, School of Management, Walailak University  
**Topic:** Marketing Strategy for Gastronomic Tourism in Digital Era

15.30 - 16.00 p.m.

Closing Ceremony by Assoc.Prof.Siwarit Pongsakornrunsilp, Acting Dean, School of Management, Walailak University