

**2025 Management Theory and Practice Conference
Program Brief Overview**

Day 1, Feb. 28, 2025

Time	Agenda			
08:30 – 08:50	Registration			
08:50 – 09:00	Opening Ceremony (Budsaba Room (4))			
09:00 – 09:40	Keynote Speech I (online) (Budsaba Room (4)) Big Data to AI Prof. Ben-Chang Shia/Fu Jen Catholic University			
09:50 – 11:30	Practical Forum (in Mandarin): (Budsaba Room (4)) Investment and Business Operations for Taiwanese Enterprises in Thailand Moderators: Prof. Ho-Min Chen/National Taiwan University/National Taipei University of Business Prof. Pim Soonsawad/Chulalongkorn University Introducer: President Stephen Chen/Thai-Taiwan Business Association Discussants: General Manager Tony Chen/XAVi Technologies Corp. (Chicony Group) Chairman Frank Chao/CTCI (Thailand) Co., Ltd. President Daniel Liu/Federation of Oversea Traders Alumni of Thailand Online Session (Rodsukon Room (1))			
11:30 – 13:00	Welcome Banquet (Krua Luang Restaurant)			
Session A				
	Rodsukon Room (1)	Karaked Room (2)	Kannika Room (3)	Budsaba Room (4)
13:10 – 14:10	Session A1: AI.021, AI.024, AI.036 Session Chair: President Lichung Jen/ National Taipei University of Business	Session A2: AI.025, AI.063, AI.073, AI.083 Session Chair: Prof. Pim Soonsawad/ Chulalongkorn University	Session A3: AI.033, AI.048, AI.109, AI.114 Session Chair: Prof. Ku-Hsieh Chen/ National Ilan University	Session A4: AI.047, AI.050, AI.071, AI.086 Session Chair: Prof. Jin-Huei Yeh/ National Central University
14:10 – 14:20	Coffee Break (Foyer)			
Session B				
	Rodsukon Room (1)	Karaked Room (2)	Kannika Room (3)	Budsaba Room (4)
14:20 – 15:35	Session B1: AI.106, AI.108, AI.116 Session Chair: Prof. Nipat Puangjampa/Chulalongkorn University	Session B2: AI.023, AI.031, AI.046 Session Chair: Prof. Sansakrit Vichitlekarn/Chulalongkorn University	Session B3: AI.051, AI.065, AI.068 Session Chair: Prof. Nien-Chi Liu/ National Taiwan University	Session B4: AI.043, AI.090, AI.100 Session Chair: Prof. Chia-Wei Kuo/ National Taiwan University
15:45 – 18:30	City Tour & Welcome Banquet			

**2025 Management Theory and Practice Conference
Program Brief Overview**

Day 2, Mar. 1, 2025

Time	Agenda			
8:10 – 8:20	Registration			
Session C				
	Rodsukon Room (1)	Pornphailin Room (2)	Kannika Room (3)	Budsaba Room (4)
08:20 – 09:20	Session C1: AI.044, AI.066, AI.085, AI.099 Session Chair: Prof. Ake Pattaratanakun/Chulalongkorn University	Session C2: AI.027, AI.045, AI.087, AI.107 Session Chair: Prof. Jin Lin/National Taipei University Prof. San-Lin Chung/National Taiwan University	Session C3: AI.022, AI.082, AI.104, AI.113 Session Chair: Prof. Chien-Heng Chang/Yuan Ze University	Session C4: AI.041, AI.062, AI.074, AI.084 Session Chair: Prof. An-Lin Chen/National Sun Yat-Sen University Prof. Kevin Tseng/National Taiwan University/Chinese University of Hong Kong
09:25 – 10:05	Keynote Speech II (Budsaba Room (4)) Digital Human with Artificial Intelligence and Aesthetics for Future Business, Marketing, and Management Prof. James She/Hong Kong University of Science and Technology			
10:05 – 10:15	Coffee Break (Foyer)			
Session D				
	Rodsukon Room (1)	Pornphailin Room (2)	Kannika Room (3)	Budsaba Room (4)
10:15 – 11:15	Session D1: AI.054, AI.075, AI.095 Session Chair: Prof. Shu-Cheng Chi/ National Taiwan University	Session D2: AI.064, AI.070 Session Chair: Prof. Hsin-Min Lu/National Taiwan University	Session D3: AI.030, AI.052, AI.061 Session Chair: Prof. Yu-Lin Chen/National Taipei University of Business	Session D4: AI.040, AI.078 Session Chair: Prof. Wattana Viriyasitavat/Chulalongkorn University
Session E				
	Rodsukon Room (1)	Pornphailin Room (2)	Kannika Room (3)	Budsaba Room (4)
11:20 – 12:20	Session E1: AI.049, AI.091, AI.092 Session Chair: Prof. Yuh-Jzer Joung/National Taiwan University	Session E2: AI.037, AI.096, AI.103 Session Chair: Prof. Hsiou-Wei Lin/National Taiwan University	Session E3: AI.034, AI.042, AI.102 Session Chair: Prof. Kavin Asavanant/Chulalongkorn University	
12:25 – 12:35	Closing Ceremony – Awards (Budsaba Room (4))			