

Agenda

Global Technology and Business Management Conference: GTBMC 2023

23 November 2023

Venue: Chiang Mai Marriott Hotel, Thailand

**Organized by the Electrical Engineering Academic Association (Thailand) (EEAAT) and
Faculty of Business Administration Chiang Mai University**

Time (BKK) UTC+7

22 November 2023 Wednesday

13.00 – 14.00 hrs. Executive Meeting Sign-in

14.00 – 17.00 hrs. GTBMC Executive Meeting

17.00 – 18.30 hrs. *Pre-Conference Registration*

23 November 2023 Thursday

08.30 – 09.00 hrs. Registration (in front of the Grand Ballroom, 2nd floor)

09.00 – 09.20 hrs. **Welcome Remarks & Group Photos** by

Assistant Professor Dr. Khongphu Nimanandh

Dean of Faculty of Business Administration, Chiang Mai University

09.20 – 10.20 hrs. **Topic: "Artificial Intelligence (AI) – A Case Study in a Professional Services Context"**

Keynote Speaker: Professor Dr. Paul Gordon Patterson

Professor at School of Marketing,

UNSW Business School and

Visiting Professor at CMUBS

10.20 – 10.40 hrs. **Q & A**

Lucky draw

10.40 – 11.00 hrs. Coffee Break (in front of the Grand Ballroom, 2nd floor)

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11.00 – 12.00 hrs.	Seminar Presentation (presentation 15 min., Q&A 5 min./paper) <u>GTBMC #1</u> : Excursion room, 3 rd floor
12.00 – 13.30 hrs.	Lunch
13.30 – 14.50 hrs.	Seminar Presentation (presentation 15 min., Q&A 5 min./paper) <u>GTBMC #1</u> : Excursion room, 3 rd floor
14.50 – 15.10 hrs.	Coffee Break (in front of breakout room, 3 rd floor)
15.10 – 16.30 hrs.	Seminar Presentation (presentation 15 min., Q&A 5 min./paper) <u>GTBMC #1</u> : Excursion room, 3 rd floor
16.30 – 21.00 hrs.	<ul style="list-style-type: none">• Announcement of Awards and Closing Remarks• Banquet and Networking
24 November 2023 Friday	
09.00 – 09.30 hrs.	Registration
09.30 – 16.30 hrs.	Cultural Experience: Old-Town Chiang Mai City Tour to explore the rich history and culture (extra paid and optional)