

SUIC's 6th International Conference:
New Challenges for Art, Design and Business Management
Silpakorn University International College
26 November 2021
8th Fl. CAT Telecom Building, Bangrak, Bangkok, Thailand

Friday, 26 November 2021		
Plenary Session		
08.30 – 9.00	Registration	
9.00 – 9.30	Opening Speech by Dean of Silpakorn University International College and Group Photo	
09.30 – 10.00	Special Keynote Speech by Professor Dr. Phillip C. Zerrillo, Professor of Marketing at J.L Kellogg Graduate School of Management, Northwestern University	
10.00-11.00	Hybrid Panel Discussion	
11.00-11.30	<i>Videomusic and urban sustainability innovation (Dr.Ivan Zawada)</i>	
11.30 – 12.00	<i>COVID 19: Identifying Consumer Market Factors Leading Towards Changes in Marketing Practices for Bangkok's Food & Beverage Industry (Hector Elbert Reyes-Gertes)</i>	
12.00-13.00	Luncheon & Networking at Vatel Restaurant	
Breakout Session		
Main Stage		Room 808
Moderator: Asst.Prof.Dr. Jantima Banjongprasert		Moderator: Dr. Irina Pievskaya
13.00 – 13.30	<i>Comparing Three Generations' Perception of Risk and Risk Reduction Methods towards Thai street food market (Pornpawee Paksa, Rujirek Unyapokin, Piyachat Aoythongthip, and Supaporn Prasongthan)</i>	<i>Travel risk perception and Travel Behaviour during COVID-19 pandemic of people living in Bangkok (Irada Jungwattanakul, Tanawat Adireksombut, Voraparth Satroopras and Rabhas Silpsrikul)</i>
13.30 – 14.00	<i>Network Analysis of the Relationship in Hobbies Interest Among 50 Countries and the Changes from COVID-19 (Yada Thamprasert, Piyachat Udomwong, Somsak Chanaim, and Karn Thamprasert)</i>	<i>The Public-Private-Partnership Social Enterprise in Phuket's Community-based Tourism (Asst. Prof. Dr. Chalermporn Siriwichai, Pattisan Kemrichard, and Panpawee Booranasanti)</i>
14.00 – 14.30	<i>Ensuring Job Success for Returning Global Executives: Crash Landing or Smooth Sailing? (The Philippine Context) (Dr. Ramon B. Segismundo)</i>	<i>Strategic Factors Influencing Residential Attitudes Towards Condominium in Thailand: A Qualitative Study (Kanokwan Pimchan, Mukdashine Sanmaung and Asst. Prof. Chonlatis Darawong)</i>
14.30 – 15.00	<i>The creative practioners international venture creation process at the example of Thai architectural and landscape design studios (Prisca Valentino, Assoc. Prof. Dr. Claus Schreier and Asst. Prof. Dr. Kaedsiri Jaroenwisan)</i>	<i>A Systematic Approach to Leverage Business Risks (Dr. Prakash Bagri)</i>
15.00 – 15.30	Coffee / Tea Break	

Main Stage		Room 808
Moderator: Dr. Ivan Zawada		Moderator: Dr. Sanjay Bhardwaj
15.30 – 16.00	<i>Conservation studies on the contemporary outdoor steel sculpture 'Kuppel' (Meral Hietz, Kathrin Schmidt, Gabriela Krist and Marta Anghelone)</i>	<i>Perceptions of People in Bangkok Metropolitan Region toward Dining-out during the COVID-19 Pandemic (Atikarn Chaiyanupong, Benyapa Suwannoppakun, and Rabhas Silpsirkul)</i>
16.00 – 16.30	<i>COVID-19 and its impact on Transnational Education Partnership Student and Staff Experience (Assoc. Prof. Jacqueline Norton)</i>	<i>Successful F&B Marketing Factors within the COVID 19 Interval and the Implementation of Adaptive Processes (Hector Elbert Reyes-Gertes)</i>
16.30 – 17.00	<i>The Use of Social Media in Promoting Cultural Heritage Sites: a case study of Hengjia Shrine, Bangkok (Dr. Thanya Luchaprasith and Dr. Sarakard Pasupa)</i>	<i>The Strategy of Competitiveness for Luxury-Retail Tourism Destination in Thailand (Dr. Naritphol Boonyakiat)</i>
17.00 – 17.30	<i>Impact of Meme Culture: How marketers can leverage it? (Dr. Supanida Chantarin)</i>	
