



Agenda 2021: BMRC & IBMRC

The 13th Business Management Research Conference &
The 10th International Business Management Research Conference
Friday 26th, November 2021 Venue: 2nd floor ITSC, Chiang Mai University (via Zoom meeting)
Organized by Chiang Mai University Business School, Chiang Mai University

<u>Time (BKK) UTC+7</u>	<u>Event</u>
8.30 - 9.00 hrs.	Registration (Zoom 1 : https://cmu-th.zoom.us/j/99764838954)
9.00 - 9.15 hrs.	- Welcome Remarks by Assistant Professor Dr. Khongphu Nimanandh, Dean, Chiang Mai University Business School, Chiang Mai University - Opening Speech by President of Chiang Mai University or representatives
9.15 – 10.00 hrs.	<u>Keynote Session</u> “The next frontier for business innovation” By Professor Peter P.Yuen , Professor and Dean of the College of Professional and Continuing Education (CPCE) , The Hong Kong Polytechnic University
10.00 – 11.00 hrs.	<u>Panel discussion 1</u> : Tips & Trick for Publish in Scopus Journal” By Prof. Dr. Yutao Wang , Professor of Fudan University and a Co-Editor-in-Chief of “Journal of Cleaner Production” (Scimago Q1 : H-index 200) (Zoom 2 : https://cmu-th.zoom.us/j/93966130018)
11.00 -13.00 hrs.	Seminar presentation – Session 1 (6 breakout rooms : IBMRC 2 rooms (Zoom 2 : https://cmu-th.zoom.us/j/93966130018) BMRC 4 rooms (Zoom 3 : https://cmu-th.zoom.us/j/93325931634)) (presentation 15 min., Q&A 5 min./paper)
13.00 – 14.00 hrs.	<u>Panel discussion 2</u> : “Research of Academic Paper that Responds to Needs of the Business Sector” by Dr. Wong, Helen Shun-mun , Professor of Business and Hospitality Management Division, The Hong Kong Polytechnic University (Zoom 2 : https://cmu-th.zoom.us/j/93966130018)
14.00 -16.00 hrs.	Seminar presentation – Session 1 (6 breakout rooms : IBMRC 2 rooms (Zoom 2 : https://cmu-th.zoom.us/j/93966130018) BMRC 4 rooms (Zoom 3 : https://cmu-th.zoom.us/j/93325931634)) (presentation 15 min., Q&A 5 min./paper)
16.00-16.30 hrs.	Announcement of Awards and Closing remarks IBMRC (Zoom 2 : https://cmu-th.zoom.us/j/93966130018) BMRC (Zoom 3 : https://cmu-th.zoom.us/j/93325931634)