

The 10th National and International Academic Conference and Research
Presentation, Fiscal Year 2026

Business
Education
Humanities and Social Sciences
Science and Medical science
Engineering and Technology
Nursing and Public health

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Session 2: April 25, 2026

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Pathumthani University and its Academic Cooperation Network

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Message from the President of Pathumthani University

The National and International Academic Conference and Research Presentation organized on this occasion reflects Pathumthani University's and its academic cooperation network's recognition of the rapid changes occurring in the world. Higher education institutions, as key drivers of "high-quality human resources" and innovation, play a crucial role in promoting sustainable social and economic development in the modern era.

In developing individuals into high-quality human resources equipped with 21st-century skills, higher education institutions must focus on enhancing learners and personnel at all levels. This includes equipping them with essential skill sets required for professional success and responsible global citizenship, particularly the 4Cs. Furthermore, institutions must promote research and the dissemination of academic work that integrates theoretical knowledge with practical applications, future skills, and the effective use of technology and information systems. In addition, it is essential to build academic networks and create international platforms that facilitate the exchange of knowledge, experiences, and best practices at both national and international levels, contributing to the advancement of society and the global economy.

On behalf of Pathumthani University, I would like to express my sincere appreciation to the organizing committee and all academic cooperation partners for the successful organization of this conference. This achievement reflects the strong potential and distinctive identity of this academic event, as well as the presence of research outputs with practical applicability.

Finally, I would like to extend my best wishes to the organizing committee and all stakeholders for continued success and prosperity. It is my sincere hope that all participants will gain valuable knowledge and insights that can be applied to their personal development and contribute to the advancement of the nation and the global community.

Dr. Chanakan Yuenyong
President, Pathumthani University

Preface

Pathumthani University, in collaboration with a network of 16 academic partner institutions, has organized the 10th National and International Academic Conference and Research Presentation 2026. The partner institutions include: (1) London Metropolitan University, UK; (2) Eastern Institute for Integrated Learning in Management, India; (3) Chitkara University, India; (4) Chongqing College of International Business and Economics, PRC; (5) Guangxi Minzu Normal University, PRC; (6) Yunnan Light and Textile Industry Vocational College, PRC; (7) Chongqing Vocational Institute of Tourism, PRC; (8) Jiangmen Polytechnic, PRC; (9) ESU, Sri Lanka; (10) Kadiri University, Indonesia; (11) National Research Council of Thailand (NRCT); (12) CSI Investment Institute; (13) Association of Private Higher Education Institutions of Thailand (APHEIT); (14) Northern College; (15) Nakhon Ratchasima College; and (16) Faculty of Nursing, Rambhai Barni Rajabhat University.

This conference aims to serve as an academic platform that fosters the integration of knowledge, the exchange of experiences, and the establishment of collaborative networks at both national and international levels. The details of the research works are presented in these conference proceedings.

Finally, the Organizing Committee would like to express its sincere appreciation to all academic cooperation partners, advisors, distinguished reviewers, and all individuals involved, both internally and externally, for their valuable time and contributions to this event. Our gratitude also extends to all speakers, moderators, and supporters whose contributions ensured the successful completion of the conference. It is our sincere hope that the knowledge generated from this academic conference will serve as an important driving force in developing high-quality human resources and fostering innovation for the sustainable advancement of Thai society and the global community.

**Academic Conference
Organizing Committee**