



IBEC 2025 Program Schedule

January 3 - 6, 2025, Assumption University, Suvarnabhumi Campus

Day 1: January 3, 2025 (Friday)

Time	Activity	Venue
15:00 - 16:00	Check in	AU Hotel
16:00 - 18:00	Activity Hours	AU Campus
18:00 onwards	Leisure Time	AU Hotel



IBEC 2025 Program Schedule

January 3 - 6, 2025, Assumption University, Suvarnabhumi Campus

Day 2: January 4, 2025 (Saturday)			
Time	Activity	Honorable Guests / Presenters /Session Chair	Venue
8:30 - 9:00	Conference Registration @ John XXIII Conference, 1 st floor		
9:00 - 9:05	Welcome Address	Dean, MSME Business School, AU	J205, UNESCO, John XXIII Conference, 2 nd floor
9:05 - 9:10	Welcome Address	Assoc. Prof. Dr. Wei He, Conference Chair, IONA	
9:10 - 9:20	Inaugural Address	Rev. Bro. Dr. Sirichai Fonseka, The President	
9:20 - 10:00	Keynote Speaker	Assoc. Prof. Dr. Manapol Ekkayokkaya, CU	
10:00 - 10:10	Group Photo Session @ IBEC2025 Backdrop, John XXIII Conference, 1 st floor		
10:10 - 10:30	Networking and Coffee Break @ John XXIII Conference, 1 st floor		
10:30 - 12:30	Conference Session 1 A, 1 B	1 A: Dr. Muhammad Azhar Khalil 1 B: Dr. Sarina Preechalert	J205, UNESCO, John XXIII Conference, 2 nd floor J206, John XXIII Conference, 2 nd floor
12:30 - 13:30	Lunch Break @ John XXIII Conference, 1 st floor		
13:30 - 15:30	Conference Session 2 A, 2B	2 A: Asst. Prof. Dr. Bing Zhu 2 B: Dr. Jenette Villegas-Puyod	J209 - 210, John XXIII Conference, 2 nd floor J207, John XXIII Conference, 2 nd floor
15:30 - 15:50	Coffee Break @ John XXIII Conference, 2 nd floor		
15:50 - 17:50	Conference Session 3 A, 3 B, 3 C	3 A: Asst. Prof. Dr. Pisal Setthawong 3 B: Asst. Prof. Dr. Prapa Kananurak 3 C: Dr. Sarina Preechalert	J205, UNESCO, John XXIII Conference, 2 nd floor J206, John XXIII Conference, 2 nd floor J207 (Online 1)
17:50 - 18:30	Leisure Time		
18:30 - 20:00	Welcome Dinner @ John XXIII Conference, 1 st floor		



IBEC 2025 Program Schedule

January 3 - 6, 2025, Assumption University, Suvarnabhumi Campus

Details of Presentation Schedule			
Day 2: January 4, 2025 (Saturday)			10:30 - 12:30
Time	Session 1 A	Session 1 B	
10:30 - 12:30	<p>Conference Session 1 A Session Chair: Dr. Muhammad Azhar Khalil Venue: J205, UNESCO, John XXIII Conference, 2nd floor</p> <ul style="list-style-type: none"> □ 10:30: Towards a Theory of Skewness Trading (<i>Xinfeng Ruan, Pakorn Aschakulporn, Jin E. Zhang</i>) □ 11:00: Real Exchange Rate and Innovation: Firm-Level Evidence from China (<i>Liang Fu, Chun-Yu Ho, Xiaoli Zhang, Xiao Wei</i>) □ 11:30: Assessing the Viability of Bitcoin and Ethereum in Global Portfolio Optimization: A Comparative Analysis Across Developed and Developing Markets (<i>Eduardo Tinoco, Arif Qayyum</i>) □ 12:00: Exploring the Impact of Customer Satisfaction on Profitability and Stock Performance (<i>Ning Gao, Muhammad Arif Qayyum</i>) 	<p>Conference Session 1 B Session Chair: Dr. Sarina Preechalert Venue: J206, John XXIII Conference, 2nd floor</p> <ul style="list-style-type: none"> □ 10:30: Soft Information in Bank-Firm Lending and Impacts of Required Disclosure (<i>Sheng Zhao, Yujia Zhong, Xiaowu Cai</i>) □ 11:00: The Effects of Gray (Affiliate) Directors on REITs' Governance and Performance (<i>Magdy Noguera</i>) □ 11:30: The International Retirement Savings Dilemma: Insights from U.S. IRAs with Global Relevance (<i>Brian Porter</i>) 	
12:30 - 13:30	Lunch Break @ John XXIII Conference, 1 st floor		



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January 3 -6, 2025, Assumption University, Suvarnabhumi Campus

Details of Presentation Schedule			
Day 2: January 4, 2025 (Saturday)			13:30 - 15:30
Time	Session 2 A	Session 2 B	
13:30 - 15:30	<p>Conference Session 2 A Session Chair: Asst. Prof. Dr. Bing Zhu Venue: J209 - 210, John XXIII Conference, 2nd floor</p> <ul style="list-style-type: none"> <input type="checkbox"/> 13:30: The Effects of Cultural Values in Electronic Word-of-Mouth Marketing (<i>Mahmood Hussain, Ceren Koksal, Eda Yilmaz Alarcin</i>) <input type="checkbox"/> 14:00: Therapeutic Servicescapes and Brand Symbolism-Induced Affect: The Moderating Effect of Trait Authenticity (<i>Vladimir Pashkevich</i>) 	<p>Conference Session 2 B Session Chair: Dr. Jenette Villegas-Puyod Venue: J207, John XXIII Conference, 2nd floor</p> <ul style="list-style-type: none"> <input type="checkbox"/> 13:30: A Review of Policy Instruments and Indicators for Green Innovation Diffusion: A Comparative Study of Thailand and Poland (<i>Kot Sebastian, Anuphat Thirakulwanich</i>) 	
15:30 - 15:50	Coffee Break @ John XXIII Conference, 2 nd floor		



IBEC 2025 Program Schedule

January 3 - 6, 2025, Assumption University, Suvarnabhumi Campus

Details of Presentation Schedule			
Day 2: January 4, 2025 (Saturday)			15:50 - 17:50
Time	Session 3 A	Session 3 B	Session 3 C (Online 1)
15:50 - 17:50	<p>Conference Session 3 A Session Chair: Asst. Prof. Dr. Pisal Setthawong Venue: J205, UNECO, John XXIII Conference, 2nd floor</p> <ul style="list-style-type: none"> □ 15:50: Measuring Uncertainty in China Using Baidu Search: A Principal Component Analysis Approach (Constantin Burgi, Yixuan Chen, <i>Bo Jiang</i>) □ 16:20: AI Founder: Design Principles (<i>Jeff Augugliaro, Aakash Sapru</i>) □ 16:50: Research on the Impact Mechanism of AI Hallucination on Human-Machine Collaborative Decision Making in Crisis Self-Rescue (<i>Mingjia Cui, Song Yan</i>) 	<p>Conference Session 3 B Session Chair: Asst. Prof. Dr. Prapa Kananurak Venue: J206, John XXIII Conference, 2nd floor</p> <ul style="list-style-type: none"> □ 15:50: Shades of Grey: Economic Aspects of Non-Traditional Revenue Sources, the Case of Live Streaming (<i>Lucas M. Bernard, Unurjargal Nyambuu</i>) □ 16:20: The Impact of Housing Market Sentiment on Housing Demand and Supply (<i>Wei He, NyoNyo Kyaw</i>) □ 16:50: Debt Thresholds and Economic Consequences (<i>Philip Wells, Arif Qayyum</i>) □ 17:20: Revisiting the Kuznets Curve: A Racial Analysis of Income Inequality in the USA (<i>Fadi Fawaz, Nancy Kangogo</i>) 	<p>Conference Session 3 C Session Chair: Dr. Sarina Preechalert Venue: J207 (Online 1)</p> <ul style="list-style-type: none"> □ 15:50: The Impact of External Factors on Economic Growth in CEE-11 Countries (<i>Pawel Sliwinski, Poland, 9:50 AM</i>) □ 16:20: Central Bank Digital Currencies: Current Role and Developments in the Global Economy (<i>Konrad Sobański, Poland, 10:20 AM</i>) □ 16:50: Financial Concerns of Intellectual Disabilities: Perspectives of Parents in Yogyakarta, Indonesia (<i>Ilsa Haruti Suryandari, Indonesia, 4:50 PM</i>) □ 17:20: Impact of ESG Factors on M&A Decisions: A Study of Listed Company Transactions in the European Region (<i>Alexander Armbruster, Dietmar Ernst, Florian Woithe, Germany, 11:20 AM</i>)
17:50 - 18:30	Leisure Time		
18:30 - 20:00	Welcome Dinner @ John XXIII Conference, 1 st floor		



IBEC 2025 Program Schedule

January 3 -6, 2025, Assumption University, Suvarnabhumi Campus

Day 3: January 5, 2025 (Sunday)			
Time	Activity	Honorable Guests / Presenters / Session Chair	Venue
8:30 – 11:00	Conference Session 4 A, 4 B, 4 C	4 A: Dr. Nichanan Sakolvieng 4 B: Dr. Shih-Tse Lo 4 C: Dr. Muhammad Azhar Khalil	Online via Zoom (Online 2) Online via Zoom (Online 3) Online via Zoom (Online 4)
9:00 – 9:15	Closing Ceremony @ SC0101, SCIT Building, 1 st floor - Assoc. Prof. Dr. Wei He, Conference Chair, IONA - Announcement of the best paper award - Asst. Prof. Dr. Dhanoos Sutthiphisal, Dean, MSME Business School, AU		
9:15 – 10:15	Campus Tour		
8:30 – 12:30	Conference Session 5 A, 5 B	5 A: Dr. Zhuoran Zhang 5 B: Dr. Shih-Tse Lo and Asst. Prof. Dr. Prapa Kananurak	SC0101, SCIT Building, 1 st floor Online via Zoom (Online 5)
10:30 onwards	Cultural Trip		



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January 3 - 6, 2025, Assumption University, Suvarnabhumi Campus

Details of Presentation Schedule

Day 3: January 5, 2025 (Sunday)			8:30 - 11:00
Time	Session 4 A (Online 2)	Session 4 B (Online 3)	Session 4 C (Online 4)
8:30 - 11:00	<p>Conference Session 4 A Session Chair: Dr. Nichanan Sakolvieng Venue: Online via Zoom (Online 2)</p> <ul style="list-style-type: none"> <input type="checkbox"/> 8:30: The Seed of “Aftertaste” in Mumbai India. Social Enterprise: Empowering Women from Economically Disadvantaged Community. Case Study (<i>Beatriz Castilla Ramos, Mexico, 7:30 PM</i>) <input type="checkbox"/> 9:00: Industry 4.0 in Mexico and the necessary changes in industrial policy (<i>José Luis Solleiro, Rosario Castañón, Mexico, 8:00 PM</i>) <input type="checkbox"/> 9:30: Why Do Customers Use (or don't use) Mobile Payment? HBCU Students' Perspectives (<i>Mohammad Galib, USA, 9:30 PM</i>) <input type="checkbox"/> 10:00: Sustainable Entrepreneurship as a Bridge to Improved Firm Performance in the Context of Entrepreneurial Orientation (<i>Syed Jasra, Azza Ali Abdullah Al Zakwani, Maryam Abdallah Ghuloom Al Balushi, and Muhammad Khuram Khalil, OMAN, 7:00 AM</i>) <input type="checkbox"/> 10:30: Sustainable Development for Aging Communities: The Role of Social Enterprises and Government-University Collaboration in Thailand (<i>Piyanan Suwanmana</i>) 	<p>Conference Session 4 B Session Chair: Dr. Shih-Tse Lo Venue: Online via Zoom (Online 3)</p> <ul style="list-style-type: none"> <input type="checkbox"/> 8:30: Student Educational Loans and Life-Stage Milestones (<i>Alison Munsch, Eleni Mariola, USA, 8:30 PM</i>) <input type="checkbox"/> 9:00: Blockchain Technology and Smart Contracts: Potential Tools for Improving Smaller Operational Profit Margins (<i>Ameeta Jaiswal-Dale, USA, 9:00 PM</i>) <input type="checkbox"/> 9:30: The Impact of Minimum Wage Raises on Early-Stage Entrepreneurship (<i>Vivian Peng, Alina Peng, USA, 9:30 PM</i>) <input type="checkbox"/> 10:00: Economic Fallout of Climate Change: A U.S. Perspective (<i>Morgan Lockett, Fadi Fawaz, Anis Mnif, USA, 10:00 PM</i>) <input type="checkbox"/> 10:30: Uncertainty of Sales, Operating Risk & Sustainability Analysis of a U.S. Firm During the COVID-19 Pandemic (<i>Jay Kang</i>) 	<p>Conference Session 4 C Session Chair: Dr. Muhammad Azhar Khalil Venue: Online via Zoom (Online 4)</p> <ul style="list-style-type: none"> <input type="checkbox"/> 8:30: The Moderating Roles of Ownership Structure and Corporate Governance (<i>Yani Monalisa, Canada, 8:30PM</i>) <input type="checkbox"/> 9:00: Sustainability Reporting in Thailand (<i>Amara Tirasriwat, Asha Mathew</i>) <input type="checkbox"/> 9:30: The Relationship between Environmental Accounting Information Disclosure and Corporate Sustainability in Companies Listed on the Stock Exchange of Thailand (<i>Rujapa Tansuwan</i>) <input type="checkbox"/> 10:00: Effect of Bribery on Generalized Trust in Emerging Markets: A Social Capital Perspective (<i>Chomsorn Tangdenchai, Nichanan Sakolvieng, Kaimook Namgaroonaroonroj</i>) <input type="checkbox"/> 10:30: Perspectives of Arabs from the Gulf Cooperation Council Countries towards the Thai Medical Tourism Industry (<i>Sandeep Khanijou</i>)
9:00 - 9:15	Closing Ceremony @ SC0101, SCIT Building, 1 st floor		Note: Map Zone B, Building No. 9
9:15 - 10:15	Campus Tour		
10:30	Cultural Trip		



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January 3 -6, 2025, Assumption University, Suvarnabhumi Campus

Details of Presentation Schedule			
Day 3: January 5, 2025 (Sunday)			8:30 - 12:30
Time	Session 5 A	Session 5 B (Online 5)	
8:30 - 12:30	<p>Conference Session 5 A Session Chair: Dr. Zhuoran Zhang Venue: SC0101, SCIT Building, 1st floor</p> <ul style="list-style-type: none"> <input type="checkbox"/> 9:30: Preference for Pet Product Differentiation and Buyer's Socioeconomic Characteristics in Thailand (<i>Thanat Saenghiran</i>) <input type="checkbox"/> 10:00: The Impact of Social Media Contents and Feedbacks on Traveler's Destination Choice in China (<i>Yiyi Fu</i>) <input type="checkbox"/> 10:30: Factors Determining the Over-excessive Consumption Behavior of the Non-Surgical Aesthetic Services (<i>Qian Yu</i>) <input type="checkbox"/> 11:00: The Role of the Word of Mouth in Creating Branding Identity for Agricultural Products (<i>Haobo Tang</i>) <input type="checkbox"/> 11:30: The Impact of Perceived Benefits on Purchasing Intention and Behavior in Internet Financial Products: Evidence from China (<i>Fan Huang</i>) 	<p>Conference Session 5 B Session Chair: Asst. Prof. Dr. Prapa Kananurak and Dr. Shih-Tse Lo Venue: Online via Zoom (Online 5)</p> <ul style="list-style-type: none"> <input type="checkbox"/> 8:30: Customers' Attitudes Towards Green Skincare (<i>Tidarat Payakko</i>) <input type="checkbox"/> 9:00: Factors Affecting the Decision to Purchase Unit-linked Life Insurance Products in Thailand After COVID-19 (<i>Thirasima Muangchang</i>) <input type="checkbox"/> 9:30: The Impact of Delaying Retirement Age on Enterprises (<i>Jinhao Zhou</i>) <input type="checkbox"/> 10:00: Opportunities and Challenges in Developing Alternative Tourist Destinations Beyond Patong in Phuket (<i>Kunanya Boonyasuthayanont</i>) <input type="checkbox"/> 10:30: Understanding the Study-Life Balance of Myanmar Students at Assumption University Amid Political and Cultural Struggles (<i>Min Paing Myo Khant</i>) <input type="checkbox"/> 11:00: Facebook's Role in Strengthening Socio-Political and Economic Stability (<i>Naing Hone</i>) <input type="checkbox"/> 11:30: The Relationship between PM2.5 and Stock Return (<i>Yebo Gao</i>) <input type="checkbox"/> 12:00: The Impact of Visa Policies on Thailand's International Employment Market (<i>Jiayin Song</i>) 	



IBEC 2025 Program Schedule

January 3 -6, 2025, Assumption University, Suvarnabhumi Campus

Day 4: January 6, 2025 (Monday)		
Time	Activity	Venue
9:00 - 10:00	IBEC 2025 Committee Meeting	MSE 0704, MSE Building, 7 th floor
10:00 - 12:00	Check Out	AU Hotel



IBEC 2025 Program Schedule

January 3 -6, 2025, Assumption University, Suvarnabhumi Campus

Links to All Online Sessions			
Date	Session	Time	Online Link
January 4, 2025 (Saturday)	Opening Ceremony	9:00 - 10:00	Topic: Opening Ceremony IBEC 2025 Time: Jan 4, 2025 09:00 AM Bangkok Join Zoom Meeting https://us02web.zoom.us/j/84481528067?pwd=7cPzH45MSNqLKk7IACRs9IoaZ7yroL1 Meeting ID: 844 8152 8067 Passcode: 668825
January 4, 2025 (Saturday)	Session 3 C (Online 1)	15:50 - 17:50	J207 Topic: Conference Session 3 C Session Chair: Dr. Sarina Preechalert Time: Jan 4, 2025, 03:30 PM Bangkok Join Zoom Meeting https://us02web.zoom.us/j/89134435464?pwd=WV0sav3iRunFlbcjUvyrNmdKuFmgSy.1 Meeting ID: 891 3443 5464 Passcode: 195860
January 5, 2025 (Sunday)	Session 4 A (Online 2)	8:30 - 11:00	Topic: Conference Session 4 A (Please click Session 4A) Session Chair: Dr. Nichanan Sakolvieng Time: Jan 5, 2025, 08:00 AM Bangkok Join Zoom Meeting https://us02web.zoom.us/j/89189930898?pwd=mAbWA3hn0NqtPZgb8VmmusTZMrVJMo.1 Meeting ID: 891 8993 0898 Passcode: 854649



IBEC 2025 Program Schedule

January 3 -6, 2025, Assumption University, Suvarnabhumi Campus

Links to All Online Sessions			
Date	Session	Time	Online Link
January 5, 2025 (Sunday)	Session 4 B (Online 3)	8:30 - 10:30	<p>Topic: Conference Session 4 B (Please click Session 4B)</p> <p>Session Chair: Dr. Shih-Tse Lo</p> <p>Time: Jan 5, 2025, 08:00 AM Bangkok</p> <p>Join Zoom Meeting https://us02web.zoom.us/j/89189930898?pwd=mAbWA3hn0NqtPZgb8VmmusTZMrVJMo.1</p> <p>Meeting ID: 891 8993 0898</p> <p>Passcode: 854649</p>
	Session 4 C (Online 4)		<p>Topic: Conference Session 4 C (Please click Session 4C)</p> <p>Session Chair: Dr. Muhammad Azhar Khalil</p> <p>Time: Jan 5, 2025, 08:00 AM Bangkok</p> <p>Join Zoom Meeting https://us02web.zoom.us/j/89189930898?pwd=mAbWA3hn0NqtPZgb8VmmusTZMrVJMo.1</p> <p>Meeting ID: 891 8993 0898</p> <p>Passcode: 854649</p>



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January 3 -6, 2025, Assumption University, Suvarnabhumi Campus

Links to All Online Sessions			
Date	Session	Time	Online Link
January 5, 2025 (Sunday)	Session 5 B (Online 5)	8:30 - 12:30	Topic: Conference Session 5 B Session Chair: Asst. Prof. Dr. Prapa Kananurak and Dr. Shih-Tse Lo Time: Jan 5, 2025, 8:30 AM Bangkok Join Zoom Meeting https://us02web.zoom.us/j/82802028142?pwd=s6oWqryujAb1MGJvSRyaKkVcujabBi.1 Meeting ID: 828 0202 8142 Passcode: 599148



IBEC 2025 Program Schedule

January 3 -6, 2025, Assumption University, Suvarnabhumi Campus

Tram Schedule

Date	Time	Departure From	Destination Place
January 4, 2025 (Saturday)	8:20 - 8:40	King Solomon Resident Hall	John 23 Conference Center
	17:50	John 23 Conference Center	King Solomon Resident Hall
	18:10 - 18:20	King Solomon Resident Hall	John 23 Conference Center
	20:00	John 23 Conference Center	King Solomon Resident Hall
January 5, 2025 (Sunday)	8:45	King Solomon Resident Hall	SCIT Building, Room SC0101
	9:15	SCIT Building	Campus Tour (Last stop at the AU Chapel)
January 6, 2025 (Monday)	8:50	King Solomon Resident Hall	MSE Building, MSE0704
	10:00	MSE Building	King Solomon Resident Hall



The 23rd International Business and Economy Conference (IBEC 2025)

Conference Chair

Wei He, Ph.D., Iona University, New York, USA [whe@iona.edu]

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Nichanan Sakolvieng, Ph.D., Assumption University of Thailand, Thailand, [nichananskl@msme.au.edu]

Radha Sirianukul, DBA., Assumption University of Thailand, Thailand, [radhasrn@msme.au.edu]

Conference Chair of Arrangements

Pathathai Sinliamthong, DBA. Assumption University of Thailand, Thailand, [pathathaisnl@msme.au.edu]

Shih-tse Lo, Ph.D., Assumption University of Thailand, Thailand, [shihtselo@msme.au.edu]

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Sharon V. Thach, Retired, Tennessee State University, Nashville, TN, USA [sharonvthach@gmail.com]

Editorial Advisory Board

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The conference committee acknowledges great support and thanks many individuals for making our annual conferences happen. All reviewers and active contributors will be proudly acknowledged in the conference program and proceedings.



IBEC Emeritus Members

Gerald Albaum, University of Oregon & University of New Mexico, co-founder of the conference [granted 2007]

Edwin Duerr, San Francisco State University, co-founder of the conference [granted 2007]

Jay Kang, San Francisco State University, first treasurer [granted 2013]

John Manley, Iona University, program chair, conference chair, second treasurer [granted 2016]

ABOUT IBEC

IBEC is a non-profit organization registered in the USA, State of Tennessee. Members and participants are scholars from around the world interested in genuine scholarship in business disciplines related to international business and economies. The organization is directed by a conference chair who serves a three-year term, an assistant chair, a program committee composed of former chairs, and an editorial board composed of established scholars. We encourage new participants and interested scholars to work together with us and each other, learn from each other, and define new ways to achieve true scholarship by utilizing new technologies and exchanging best practices.

In addition to seminar sessions on presented research during the annual conference, IBEC strives to add value by offering technical or special topic sessions, providing meetings for members to exchange ideas on research, teaching, and potential cooperation, and featuring events related to the culture and economies of the host countries. We encourage reviewers and participants to assist authors in developing publishable papers and establishing lines of research.

IBEC Timeline

- 2002 - San Francisco, US
- 2003 - San Francisco, US
- 2004 - San Francisco, US
- 2005 - Hawaii, US
- 2006 - Hawaii, US
- 2007 - San Francisco, US
- 2008 - San Francisco, US

2009 – Udaipur, India (Co-Chairs: Shyam Lodha, Southern Connecticut State University, USA and John Manley, Iona University, USA)

2010 – Prague, Czech Republic (Co-Chairs: John Manley, Iona University, USA and Pavel Strach, VSEM College of Economics and Management, Czech Republic)

2011 – Guadalajara, Mexico (Co-Chairs: John Manley, Iona University, USA and Carlos Jose Omar Trejo Pech, Universidad Panamericana Guadalajara, Mexico)

2012 – Hawaii, US (Co-Chairs: John Manley, Iona University, USA and Bruce Heiman, San Francisco State University, USA)

2013 – Caen, France (Co-Chairs: John Manley, Iona University, USA and Ameeta Jaiswwal-Dale, University of St. Thomas, USA)

2014 – Tianjin, China (Co-Chairs: Dr. Carlos Trejo-Pech, Universidad Panamericana Guadalajara, Mexico and Dr. Zhao Hong, Tianjin Polytechnic University, China)

2015 – Bangkok, Thailand (Co-Chairs: Dr. Carlos Trejo-Pech, Universidad Panamericana Guadalajara, Mexico and Dr. Uree Cheasakul, Assumption University, Thailand)

2016 – Nürtingen, Germany (Co-Chairs: Dr. Carlos Trejo-Pech, Universidad Panamericana Guadalajara, Mexico and Dr. Erskin Blunck, Nürtingen-Geislingen University, Germany)

2017 – Puerto Montt, Chile (Co-Chairs: Dr. Carlos Trejo-Pech, University of Tennessee at Knoxville, USA and Dr. Carlos Pitta and Jenny Pulgar, Austral University of Chile at Puerto Montt, Chile)

IBEC 2025

January 3-6, 2025

Assumption University of Thailand

The XXIII International Business and Economy Conference (IBEC)



2018 – San Francisco, US (Chair: Sharon V. Thach, Tennessee State University, USA)

2019 – Rouen, France (Chair: Sharon V. Thach, Tennessee State University, USA)

2020 – Bergamo, Italy (Chair: Sharon V. Thach, Tennessee State University, USA)

2021 – Virtually, New Rochelle, New York (Chair: Pavel Štrach, ŠKODA AUTO University, Czech Republic)

2023 – Virtually, Tennessee State University, USA (Chair: Wei He, Iona University, USA)

2024 – Hybrid, Poznań University of Economics and Business, Poland (Chair: Wei He, Iona University, USA)

2025 – Hybrid, Assumption University, Thailand (Chair: Wei He, Iona University, USA)



Thank You

