Accelerated Innovation (AI): Sustainability for Better Humanity

Proceedings of the MakeLearn, TIIM & PIConf International Conference

Bangkok, Thailand
21–24 May 2025

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make learn

TIIM

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Management, Knowledge and Learning
International Conference
Technology, Innovation and Industrial Management
Sustainable Development

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Kasetsart University, Thailand
devotes itself to the task of accumulating and developing intellectual knowledge. It thrives for the growth in academic wisdom including ethical and moral excellence. In addition, it has a responsibility to play a leading role in keeping their Thai heritage alive and to ensure that it continues to grow to enrich the civilization of the notion. Kasetsart University aims to provide 'Knowledge of the Land' to promote sustainable development in Thailand in order to be internationally recognized.

International School for Social and Business Studies, Slovenia
is a dynamic private higher education institution, founded in 2006, with approximately 500 students. Located in Celje, Slovenia, ISSBS is specialized in the field of business and social studies at bachelors, masters, and Ph.D. levels. One of the strategic directions of ISSBS is also internationalization in research and publishing, as well as embedding social responsibility in its own activities.

MED.E.A. – Higher Education Institution for Mediterranean, Europe and Africa, Malta
Established in 2015 in Malta, MED.E.A. – Higher Education Institution for Mediterranean, Europe and Africa is a Lifelong Learning Higher Education Institution providing a wide range of online degree programs from level 6 to level 8 of the European Qualification Framework, accredited by the Malta Further & Higher Education Authority. MED.E.A. is member of Multiversity Group, a network of universities aiming at providing international students worldwide with a flexible, inclusive and accessible education. MED.E.A.'s great challenge arises from Malta, thanks to its strategic, political and cultural function in the Euro-Mediterranean area, particularly in representing a bridge between Europe and Africa.

Maria Curie-Skłodowska University, Poland
is the largest higher education institution in Eastern Poland with 11 faculties in Lublin plus the UMCS branch campus in Puławy, with over 21 000 students and 226 000 graduates. It offers more than 80 programs, taught in Polish and English, and has 250 specializations available to choose from. Along with this, the university offers opportunities to establish cooperation with prospective employees, professional educational counseling, and career guidance. There are also numerous opportunities to improve students' foreign language proficiency, to develop artistically, and participate in sports activities. It has over 1600 international students, 181 international agreements with partners from all over the world, and a wide range of national and international internship placement options.

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Welcome Address

It is with great pleasure and a deep sense of honour that I welcome you to the Make-Learn, TIIM & PIConf 2025 International Conference. This annual event brings together scholars, researchers, and professionals from across the world to exchange ideas, present research, and engage in meaningful dialogue on the most pressing topics in management, economics, education, and technology. The theme of this year's conference, Accelerated Innovation (AI): Sustainability for Better Humanity, invites us to reflect on how innovation – particularly in the field of artificial intelligence – can be guided toward building a more sustainable, inclusive, and human-centred future.

The conference is co-organised by the International School for Social and Business Studies (Slovenia), Kasetsart University (Thailand), MED.E.A. – Higher Education Institution for Mediterranean, Europe and Africa (Malta), and Maria Curie-Skłodowska University (Poland). We are especially grateful to our local co-organiser, Kasetsart University, for their generous hospitality and dedicated efforts in hosting us here in Bangkok.

Now in its fourth consecutive hybrid edition, the conference hosts 205 participants – 124 on-site and 81 online – from more than 25 countries. We have received 125 submissions, including 55 full papers. We sincerely thank all authors and co-authors who submitted abstracts and papers. Your contributions are the core of this academic gathering and a vital part of its success.

This year's programme includes keynote speeches, the Academic Leadership Forum, the Editors' Panel, the Academic Writing and Publishing Panel, and the Project Opportunities Forum. These sessions foster knowledge exchange, encourage critical reflection, and build bridges between academia and practice, as well as across disciplines and generations of researchers.

We are honoured to welcome two distinguished keynote speakers: Dr. Gazi Mahabubul Alam, from Universiti Putra Malaysia, and Vibeke Lyssand Leirvåg, Chairwoman of the Joint Foreign Chambers of Commerce in Thailand. Their insights on artificial intelligence, education, innovation, and sustainability will offer important perspectives to shape our discussions.

Finally, I would like to warmly thank all participants – presenters, session chairs, panellists, and attendees – for your engagement and contributions. Your presence makes this conference a valuable platform for learning, connection, and collaboration.

We wish you all a successful conference.

Dr. Bordin Rassameethes, Kasetsart University, Thailand

with co-organizers

International School for Social and Business Studies, Slovenia
MED.E.A. – Higher Education Institution for Mediterranean, Europe and Africa, Malta
Maria Curie-Skłodowska University, Poland

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Reviewers are members of the programme board and conference participants. Upon request, reviewers can receive a letter of confirmation for their role at the conference. We thank all reviewers for their contribution to conference quality.

Conference Aims

MakeLearn, TIIM & PIConf Conference encourages sharing the most recent developments in management, economics, technology, and education. By including experienced and young academics and practitioners from all continents, it also encourages discussion and the exchange of knowledge between academia and businesses (formal sessions and social events) and offers a variety of publishing opportunities. This year's focus is on applying artificial intelligence to accelerate sustainable development in various fields of human activities.

Conference Programme

Wednesday, 21 May 2025

08.30–12.00	Part 1: Thai culture and heritage experience (The Grand Palace)
12.00–13.30	Free time
13.30–15.30	Part 2: Thai culture and heritage experience (Jim Thompson House)

Thursday, 22 May 2025

09.30–13.00	Registration of on-site participants
11.00–12.00	Pre-conference programme: Project Opportunities Forum and online sessions B1, D1, H1
12.00–13.00	Lunch & refreshments
13.00–13.30	Conference opening and welcome addresses
13.30–14.45	Academic Leadership Forum
14.45–15.00	Invitation to MakeLearn, TIIM & PIConf 2026 (21–23 May 2026, Ljubljana)
15.00–15.45	Coffee break with the official photo session
15.45–16.30	Keynote Speaker: Prof. Gazi Mahabubul Alam, 'The Era of Digitalization and AI: An Ally or Enemy or Trap for Sustainable Education and Employment?'
16.30–17.30	Editors' panel with editors of indexed journals
18.30–23.55	Dinner and social event (River Cruise Dinner)

Friday, 23 May 2025

09.30–11.00	Academic Writing and Publishing panel
10.45–11.15	Break & refreshments
11.15–12.00	Keynote Speaker: Vibeke Lyssand Leirvåg, 'Partnership for Innovation and Sustainability in the Society: Business Expectations for Scholars and Academicians'
12.00–12.45	Keynote Speaker: Dr. Chumpol Phornprapha
12.45–13.00	Closing of the plenary part of the conference
13.00–14.45	Buffet lunch
14.45–16.00	Concurrent sessions: on-site: A1, B2, C1, D2, and online A2, B3, D3
16.00–17.15	Concurrent sessions: on-site: A3, B4, D4, E1 and online A4, B5, D5
17.15–18.30	Concurrent sessions: on-site: B6, D6, F1, H2 and online A5, E2, F2

Saturday, 24 May 2025

07.30–18.30	Optional excursion to Ayutthaya

The Era of Digitalization and AI: An Ally or Enemy or Trap for Sustainable Education and Employment?

Dr. Gazi Mahabubul Alam
Faculty of Educational Studies, Universiti Putra Malaysia

Does education dictate innovation, or does innovation drive education? – a discourse with a long history of evictions. Without settling this debate, it is assumed that artificial intelligence (AI) and digitisation are the newest innovations that will help to improve all facets of life, including education and employment. Employment is a vital goal, even though it may not be the only one that education should aim to achieve. The greatest advancements are thought to be digitalisation and artificial intelligence (AI), which either replace or enhance the tasks of humans. This raises the question of whether the relationship between digitisation and AI, education, and employment is reciprocally symbiotic, interdependent, or dominating to one to the other – a subject of the talk.

Partnership for Innovation and Sustainability in the Society: Business Expectations for Scholars and Academicians

Vibeke Lyssand Leirvåg
Chairwoman, Joint Foreign Chambers of Commerce in Thailand (JFCCT)

Innovation and sustainability have been essential for private enterprises for the past decades. Despite the need to focus on innovativeness and competitiveness, foreign business operators have actively engaged with communities and society to incorporate sustainability into planning and business processes. Long-term commitment requires these operators to excel in the areas of sustainability, which encompasses the term Environment, Society, and Governance or ESG. Partnership with higher education institutes becomes necessary not only to accelerate innovation but also to improve ESG activities. Thus, it is important for scholars, researchers, and academicians to gain more insights into the needs and expectations of a business operator. This will help strengthen the partnership with the private sector by higher education institutes.

Keynote Speaker

Using Artificial Intelligence to Support Higher Education's Development: Opportunities and Key Takeaways

Forum Co-Chair: Prof. Bordin Rassameethes

Acting Deputy Secretary General Southern Border Provinces Administrative Centre and Kasetsart University, Thailand

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- Prof. David Vannozzi, Vice President of International Academic Relations and Development, Multiversity Group, and CEO at MED.E.A., Malta
- Prof. Dušan Lesjak, Professor, International School for Social and Business Studies, Slovenia
- Prof. Joseph (Yossie) Shevel, President, Galilee International Management Institute, Israel
- Prof. Agnieszka Sitko-Lutek, Maria Curie-Skłodowska University, Poland

Accelerated innovation, as a dynamic process that focuses on timely developing and implementing solutions for complex challenges, is currently needed for higher education institutes or HEIs. Faced with changing expectations from the learners, skill gaps for employability, need to improve workflows and efficiency, and financial constraints, HEIs need to recognize the opportunities and potential benefits (as well as possible shortcomings) of integrating Artificial Intelligence or AI to achieve accelerated innovation. In other words, AI technologies can impact operational efficiency and service quality.

What are the concrete benefits from AI? Has AI brought more equity and inclusiveness in HEIs? Has AI resulted in value-added and personalized services to HEIs' stakeholders, especially the learners? What are the key lessons on preparing infrastructure support when adapting AI as well as capacity development for staffs and faculty members? Have prevailing academic paradigms such as course design, content development, idea generation, learning activities, and assessment significantly changed in a meaningful way because of AI? What should an accepted framework look like when using AI for academic work? Has the use of AI affected job security of staffs and faculty members? These are some of ongoing questions that need to be brought into the open with strong insights.

Future Dissemination of Knowledge

In the era of visual/audio communications, the use of video for scientific knowledge exchange and dissemination has become more accepted and popular. For instance, *Science Talks,* officially indexed in Scopus in December 2024, has increasingly attracted strong interests from the scholars around the world. It provides an alternative when focusing on scholarly publications for academic career development and progress. The growing popularity stems from the fact that videos are more engaging and more memorable. As mentioned in Science Talks, the contents and details in a video format can possibly stimulate more sharing and engagement.

Forum Chair: Prof. Zbigniew Pastuszak

Maria Curie-Skłodowska University, Poland (Editor-in-Chief, *International Journal of Value Chain Management*; Associate Editor: *Expert Systems with Applications*)

Forum Co-Chair: Prof. Kongkiti Phusavat

Kasetsart University, Thailand
(Editor-in-Chief, *International Journal of Innovation and Learning*)

Forum Members

- Dr. Adhi Kusumastuti, Universitas Negeri Semarang, Indonesia
- Dr. Garry Tan Wei Han, UCSI University Kuala Lumpur, Malaysia
- Dr. Matti Muhos, Director of Kerttu Saalasti Institute, University of Oulu, Finland (Editor-in-Chief, *International Journal of Management and Enterprise Development*)
- Dr. Moti Zwilling, Ariel University
- Dr. Nada Trunk Širca, International School for Social and Business Studies, Slovenia (Editor-in-Chief, *Human Systems Management,* ToKnowPress International Academic Publisher)

Call for Special Issue for *Science Talks*

Science Talks is an Open Access video journal that publishes peer-reviewed scientific talks, tutorials and news and views from experts in the field. The journal is open to submissions from all areas of mathematical and physical sciences, engineering, medical, biological sciences, humanities, and social sciences. Videos are accompanied by a manuscript that includes an abstract, selection of figures, tables and references presented in the video as well as the video transcript. *Science Talks* will provide the video transcript in English for all published videos in the journal.

See https://www.sciencedirect.com/journal/science-talks for more details.

SCI/SSCI & Scopus Journals

- *Human Systems Management*
- *International Journal of Innovation and Learning*
- *International Journal of Value Chain Management*

- *Journal of Computer Information Systems*
- *Management and Production Engineering Review*
- *Technology, Pedagogy & Education*

SCI/SSCI Journals

- *International Journal of Mobile Communications*

Scopus Journals

- *Electronic Government, An International Journal*
- *International Journal of Euro-Mediterranean Studies*
- *International Journal of Management in Education*
- *International Journal of Management and Enterprise Development*
- *Issues in Information Systems*
- *Sustainability* (Special Issue: *Sustainable Higher Education; Innovative Teaching and Learning, and Leadership for Creating Impacts on Local Society and Globally*)

Other Indexed Journals

- *International Journal of Knowledge, Management and Learning*
- *Management*
- *Managing Global Transitions*
- *Annales Universitatis Mariae Curie-Skłodowska, sectio H – Oeconomia*
- *Organization and Management Scientific Quarterly*

Preparing and Publishing Scientific Articles & Building Researcher Profile: Techniques and Principles for Success

Panel Chair: Prof. Gazi Mahabubul Alam
Universiti Putra Malaysia, Malaysia

Panelists

- Dr. Achmad Nizar Hidayanto, Universitas Indonesia, Indonesia
- Dr. Jukka Majava, Oulu University, Finland
- Dr. Pornthipa Ongkunaruk, Kasetsart University, Thailand

Preparing a research article is critical for graduate students and junior faculty members. How to structure a scientific article to generally fit with a journal's requirements represents a very important first step to ensure the possibility of acceptance. Key consideration factors and tips for this preparation are to be discussed. In addition, both graduate students and junior faculty members are nowadays expected to write a research proposal. A submission of a research proposal has become an integral part of an annual performance evaluation, especially for faculty members. Quality of the research proposal depends not only on the subject but also the profile of a researcher. Suggestions and advice on preparing a researcher's profile are to be included.

Presentations

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Tina Vukasović and John L. Stanton
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The Circular City Concept: An Integrated Approach
Ionel Lungu, Anca Draghici, Gabriela Banaduc, and Marius Mihut
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The Well-Being of STEM Students: Perspective from a University in Bucharest

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Project Opportunities Forum

Forum Chair: Prof. Valerij Dermol,
International School for Social and Business Studies, Slovenia

The MakeLearn, TIIM & PIConf conference offers dissemination opportunities through presentations of (ongoing) projects and/or activities at universities. Project managers can use the conference platform and its proceedings to promote and disseminate projects or their institutions. Dissemination opportunities will offer visibility to projects and universities.

This forum serves as a collaborative space for researchers, educators, and project coordinators to exchange ideas, identify potential partners, and explore avenues for future collaboration. Participants are invited to present project concepts and disseminate results from ongoing or completed initiatives, as well as engage in discussions on emerging funding opportunities. The forum aims to foster interdisciplinary dialogue, support knowledge sharing, and contribute to the development of impactful, evidence-based projects across diverse thematic areas.

Forum Members

- Prof. Anca Draghici, Politehnica University Timisoara, Romania
- Dr. Maria-Elena Boatca, Politehnica University Timisoara, Romania
- Prof. Živilė Stankevičiūtė, Kaunas University of Technology, Lithuania
- Prof. Dagmara Lewicka, AGH University of Science and Technology, Poland

Among others, the following projects will be showcased and explored:

- The Erasmus+ project **EDU4PlastiCircular** develops green plastics skills and knowledge in circular and neutral economies. Innovative training methods and tools for higher education professors, students, and managers promote sustainability. The project creates an e-learning platform, digital libraries, and open training materials for at least 200 students.
- **DigiFunCollab** develops digital self-learning social entrepreneurship courses for university students and staff. Social entrepreneurship education strives to increase universities' civic engagement and regional participation. The project comprises national best practices studies, curriculum development, mentorship, and social entrepreneurship projects.
- The **COWEB** project intends to improve the capacity of Western Balkan Higher Education Institutions for worldwide virtual collaborative learning. This innovative educational method focuses on building virtual/blended learning environments and course content, promoting 21st-century skills and cross-border collaboration among students and academic staff, and responding to the digitalization needs outlined during COVID-19.
- The **FReINDs** project supports SMEs in transitioning to a digital, circular economy through Industrial Symbiosis (IS). It develops an IS Manager

curriculum-including workshops, webinars, and digital tools-and provides practical resources like a MOOC, toolkit, and network for public authorities. FReINDs equips at least professionals from HEIs and SMEs with the skills to lead digital IS initiatives.

- **SymbioTech** advances circular economy goals by integrating digital technologies into Industrial Symbiosis (IS). The project supports the creation of "SymbioTech Managers" through innovative microtraining modules, live training events, and AI-driven digital tools. By connecting SMEs, HEIs, and VET providers, it promotes sustainable growth, resource efficiency, and green entrepreneurship. SymbioTech also fosters gender inclusion and builds institutional capacity to lead Europe's shift toward Digital Industrial Symbiosis.

- **Virtual EDU** establishes a comprehensive certification system and upskills remote educators, managers, and support staff to enhance the EU's digital transformation and resilience in education. Through innovative training methods, it compiles best-practice handbooks, curricula, and an e-learning platform. The project aims to educate at least 200 pilot learners across 10 organisations by deploying accredited courses-including roles such as remote educator, manager, administrator, and worker-and issuing ECQA-recognised certifications.

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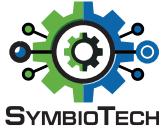
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