ProMAC 2024
16th International Conference on Project Management

Bangkok, Thailand, December 3－7, 2024

Hosted by   SPM (The Society of Project Management, JAPAN)

Co-hosted by   IPMA (International Project Management Association)
              TNI (Thai-Nichi Institute of Technology)

General Co-chairs:

Dr. Prof. Tetsuro Seki, President of SPM/ Representative of IPMA-JAPAN, Bunkyo University, Japan
Dr. Mladen Vukomanovic, President of IPMA, Croatia
Dr. Prof. Ruttikorn Varakulsiripunth, Vice President for Research and International Relations TNI

ProMAC has been organized by SPM since 2002. This conference will follow its rich history of bringing together thought leaders from academia and industry to discuss the theory and practice of project, program, portfolio, organization and systems management, including the latest global trends and developments. In addition to a selection of eminent speakers, we have an impressive line-up of speakers who will address a range of hot topics. Add to this the excellent social/networking program that is traditionally part of ProMAC. We are confident that you will come away from this event with fresh insights and warm memories.

Dates — **December 3 – December 7, 2024**
- Welcome Reception (Dec.3)
- Gala Dinner (Dec.6)
- Fact Finding Tour (Dec.7)

Venue — **The Landmark Bangkok**
138 Sukhumvit Road, Khlong Toei, 10110 Bangkok, Thailand

Conference Registration Fees	Before or on October 25 (*4)				After October 25			
	First Author		Others		First Author		Others	
	Students (*1)	Others	Students	Others	Students	Others	Students	Others
SPM/IPMA Members	¥ 10,000	¥ 90,000	¥ 40,000	¥ 100,000	The First Author should pay by October 25, 2024		¥ 40,000	¥ 150,000
Non Member	¥ 10,000	¥ 120,000	¥ 40,000	¥ 150,000			¥ 40,000	¥ 180,000
Thai Nationality	¥ 10,000	¥ 20,000	¥ 30,000	¥ 40,000			¥ 30,000	¥ 40,000
ASIANET, YC (*2)	¥ 10,000	¥ 30,000	¥ 40,000	¥ 40,000			¥ 40,000	¥ 40,000
Accompanying person (*3)	¥ 20,000							

(*1) Student rates apply only to full-time students under the age of 30.
(*2) Fees for ASIANET and YC exclude Japanese citizens and residents.
(*3) Only family members of registered participants who are not authors or co-authors.
(*4) Payment must be confirmed by 25 October 2024.

Meeting Topics of Interest

ProMAC invites papers on all aspects of project, program, and portfolio management and advanced management of research and development, including but not limited to manufacturing, engineering, design, and software/information systems.

Important Dates (Deadlines）

Abstract Submission (approx. 300 words) : September 30, 2024
Full Paper Submission : October 15, 2024

The Society of Project Management, JAPAN (IPMA-JAPAN)

ABC Bldg. 5-12-9 Shimbashi, Minato-ku, Tokyo, 105-0004, Japan
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ProMAC2024 Official Website

*The contents and time are tentative.

◆ Keynote 1   December 4, 2024 9:30-10:30

Sustainability and AI in Project Management:
A Two-Way Street

IPMA Vice President for Finance & Operations

Prof. Dr. Vladimir Obradovic

The topic of sustainability in project management has been debated for decades, but researchers and project managers are becoming more interested in it. The importance of environmental, social, and governance (ESG) factors is highlighted by the growing demand for resources, especially food, water, and energy. Consequently, organizations are exerting significant effort towards the transformation of various processes and practices, including project management.

At the same time, the rapid development of AI has a significant impact on all aspects of contemporary society. To improve and streamline routine tasks, project managers are turning to various artificial intelligence (AI) tools. Looking at the tip of the iceberg, AI support offers numerous benefits to project processes, saving time and resources while supporting the realisation of the project objectives, meaning fostering project success framed by the so-called iron triangle.

If we examine the portion of the iceberg that is below the surface, we must observe that AI affects the core components of sustainability, directly resulting in higher energy consumption, a greater demand for water resources, and various effects on employment and other economic policies.

Consequently, professional associations, think tanks, and research institutions must examine the advantages and disadvantages, costs, and benefits of employing AI concerning sustainability, providing a comprehensive analysis that would improve project practices while prioritizing the welfare of individuals, the environment, and profitability.

◆ Keynote 2   December 4, 2024 15:30-16:30

AI Policy and Super AI Engineer:
Human Resource Development Project

Director of Artificial Intelligence Research Group, NECTEC
President of Artificial Intelligence Association of Thailand

Dr. Thepchai Supnithi

Thailand established AI strategy plan and got an approve from Cabinet since 2022. There are five strategies in this plan. One of the main strategies is the Human Resource Development Strategy. With the aim at developing 30,000 AI skilled people by 2027. It is necessary to get the collaboration among Thai community. One of the highlight projects is the Super AI Engineer project. This project has an objective to develop AI engineer in Thailand, there are three stages, starting from gathering AI interested people in Thailand. After that we have an online course via MOOC and zoom meeting. We let participants have an online hackathon for practical work. After that intensive camp is set for two months at stage 2, and working with real situation in Company, Organization and Research Institute for two months at the stage 3. Participants will join in industries and higher academic level.

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◆ **Keynote 3**   **December 5, 2024 9:30-10:30**

Orchestrating Digital Transformation: Insights from Education, Public and Private Sectors

Executive Director and Secretary of Technology Promotion Association (Thailand-Japan)

Dr. Supot Tiarawut

Digital transformation (DX) is now one of the most common strategic objectives of any organization, whether in the public or private sectors. The common objectives of DX efforts are benefits gained in 3 areas: enhancing customer experiences (CX), improving operational efficiency (OE), and creating new business models (NB). Each organization must envision the target result of DX efforts which aligned with its business objectives.

DX is a journey, not a one-time off event, and the focus must be on business transformation rather than technology. Besides, the responsibility in driving digital transformation to success cannot be simply entrusted on the IT department or technical unit of the organization. The challenges of digital transformation grow with the complexity of organizations especially in government sector with large number of civil servants and complicated rules and regulations in place. To overcome these challenges, leadership must consider three aspects for orchestrating DX in large organizations.

First, clear vision must be established and communicated throughout the organization. Meanwhile, segmentation of target organizational units must be done together with corresponding strategy for each group. Secondly, structural changes and support must be implemented on People, Process, and Technology, which are three key success factors for DX. Finally, creating a collaboration platform between public, private and people or citizen is a sustainable solution for aligning government missions with public interests while utilizing the agility of private sector in mobilizing resources and implementing new and innovative initiatives.

In this keynote speech, insights from driving digital transformation at institutes of higher education and the whole government of Thailand are highlighted. Collaboration with private sectors is also emphasized as a key driving force towards effective transformation journey.

◆ **Keynote 4**   **December 5, 2024 15:30-16:30**

Space systems: the uniqueness and challenges from a project management perspective

NEC Corporation, Fellow

Mr. Hiroaki Miyoshi

Space systems are expected to grow into a trillion-dollar market beyond the 2030s.

This is an area that deals with large-scale complex hardware such as satellites and rockets, and the importance of project management is unquestionable.

However, the peculiarities of the nature of its problem-solving space and the unique challenges toward the projects' success are not widely understood, even among experienced project management professionals.

This presentation draws on the author's 15 years of experience managing large-scale ICT projects that create social values from space data systems. It explores the uniqueness and challenges of project management in the field of space systems.

*The contents and time are tentative.

◆ **Keynote 5**   **December 6, 2024 9:30-10:30**

Scaling Philippines to collaborate and deliver the IT projects of Japanese enterprise clients

President & Country Head, IBM Solutions Delivery, Inc. Philippines

Mr. Sanjiv Gupta

The global IT landscape is rapidly evolving, with enterprises looking beyond traditional borders for collaboration and project delivery. Japan, known for its advanced technology solutions, unique fit for purpose IT applications, and commitment to quality, is increasingly turning to international partnerships to fulfill its growing IT demands to fill the gaps in local talent supply caused by diminishing population. The Philippines, with its strong offshore talent pool, young workforce, bilingual capabilities including Nihongo, and cultural affinity for collaboration, is uniquely positioned to serve as a strategic partner in this space.
This presentation explores the key strategies for scaling the Philippines' IT capabilities to effectively collaborate with Japanese enterprise clients. It highlights the mutual benefits of such a partnership, combining Japan's technological innovation with the Philippines' agile workforce. Sanjiv will delve into the critical success factors, including communication, cultural synchronization, quality assurance, and project management practices tailored to meet Japanese business expectations.
This keynote will outline how IT service providers like IBM can create seamless delivery teams across Japan and the Philippines to enhance talent supply and deliver IT services to create a seamless collaboration experience, ultimately driving innovation and success for Japanese enterprises.
This session will provide a unique opportunity to learn about Philippines as a country, its unique attributes, demographics, how the country is gearing up to scale the IT/BPM industry.

◆ **Keynote 6**   **December 6, 2024 15:30-16:30**

Online Intelligence: Creating Real Connections in the Virtual Business World

Executive Director, Phoenix Consulting

Mr. Stephen Courtney

In today's globalized business environment, the rise of remote work has transformed how we interact and collaborate. While technology bridges distances, true connections are often harder to foster in virtual spaces. This keynote will explore how Emotional Intelligence (EQ) and Cultural Intelligence (CQ) are essential for creating effective, productive teams in the digital realm. EQ equips leaders and team members with the skills to manage emotions, navigate interpersonal dynamics, and build trust. CQ, on the other hand, enables individuals to bridge cultural gaps, ensuring that diverse perspectives are not only heard but valued.
By mastering both EQ and CQ, leaders can cultivate teams that thrive despite the challenges of remote work. Participants will learn practical strategies for enhancing empathy, improving communication, and fostering inclusivity in virtual environments. From managing cross-cultural nuances in communication to developing emotional resilience and awareness, this session will provide actionable insights to build more cohesive and engaged virtual teams. Ultimately, "online intelligence" is the key to unlocking stronger relationships, deeper collaboration, and greater overall success in the modern business landscape.