





Activity/Event Report Form


Activity/Event Name	MSIE 4.0 project was introduced to international participants at Advances in Production Management Systems- APMS 2018 International Conference		
Work Package	5	Task no.	5.3
Date of activity/event:	27 August 2018	Time:	13:45 – 14:05
Host	Hosts of the conference: Korean Institute of Industrial Engineers and Institute for Industrial Systems Innovation	Location:	Seoul National University, Seoul, South Korea
1. Attendance or Participants			
Name		Organization	
1. Dr. Pisut Koomsap		Asian Institute of Technology, Thailand	
2. Ms. Duangthida Hussadintorn Na Ayutthaya			
3. International participants of the conference		N/A	
2. Purpose of Event/activity			
To create project visibility			
3. Agenda			
<ul style="list-style-type: none"> • Introduction of MSIE 4.0 project • Academic and social activities of the project • The development of project partnership in the view of memorable customer experience journey 			
4. Outcomes			
Disseminating the MSIE 4.0 project, its activities, and partnership to the audiences.			
5. Attachments (documents/handouts, printed material, photos, etc.)			
1) Slide: Embedding Memorable Experiences to Customer Journey(APMS2018)_Duangthida.pdf			



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Embedding Memorable Experience to Customer Journey (CJ)

Duangthida Hussadintorn Na Ayutthaya
Pisut Koomsap



Curriculum Development
of Master's Degree Program in
Industrial Engineering for Thailand Sustainable Smart Industry





6. Others

<https://msie4.ait.ac.th/embedding-memorable-experience-to-customer-journey/>

<https://msie4.ait.ac.th/introduction-of-msie4-0-at-apms-2018/>

<https://www.apms-conference.org/past-conferences/apms-2018/>