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วิทยาลัยการปกครองท้องถิ่น
มหาวิทยาลัยขอนแก่น
จังหวัดขอนแก่น 40002

2 กันยายน 2567

เรื่อง ขอเชิญชวนส่งผลงานเข้าร่วมการจัดการประชุมวิชาการนานาชาติด้านกิจการสาธารณะ ครั้งที่ 1

เรียน อธิการบดีมหาวิทยาลัยราชภัฏกำแพงเพชร

สิ่งที่ส่งมาด้วย 1. ใบปิดของการประชุมวิชาการ 1 ฉบับ
2. รายละเอียดการประชุมวิชาการ 1 ฉบับ

ด้วย วิทยาลัยการปกครองท้องถิ่น มหาวิทยาลัยขอนแก่น กำหนดจัดการประชุมวิชาการนานาชาติด้านกิจการสาธารณะครั้งที่ 1 (The First International Conference on Public Affairs: ICPA2024) ขึ้น ภายใต้หัวข้อ "Harnessing the Power of AI and Treasuring Public Values" ในระหว่างวันที่ 12-13 ธันวาคม 2567 ณ โรงแรมพูลแมนขอนแก่น อำเภอเมือง จังหวัดขอนแก่น โดยมีวัตถุประสงค์เพื่อเป็นเวทีสำหรับนักวิชาการ ผู้ปฏิบัติงาน ผู้กำหนดนโยบาย และนักศึกษา ในการแลกเปลี่ยนเรียนรู้แนวคิด ผลการวิจัย แนวปฏิบัติที่ดี และนวัตกรรมในการแก้ไขปัญหาและส่งเสริมความร่วมมือเกี่ยวกับการประยุกต์ใช้เทคโนโลยีดิจิทัลในกิจการสาธารณะ

การประชุมวิชาการนานาชาติด้านกิจการสาธารณะครั้งที่ 1 จะมีกิจกรรมสำคัญต่าง ๆ อาทิ การปาฐกถาพิเศษจากผู้เชี่ยวชาญระดับโลก การเสวนาโต๊ะกลม การประชุมเชิงปฏิบัติการ การจัดนิทรรศการ และการนำเสนอผลงานวิชาการด้านปัญญาประดิษฐ์และกิจการสาธารณะ

ในการนี้ วิทยาลัยฯ จึงขอเรียนเชิญคณาจารย์ นักวิจัย และนักศึกษาในสังกัดของท่านส่งบทความวิจัยและวิชาการภาษาอังกฤษและภาษาไทยเข้าร่วมนำเสนอในการจัดการประชุมวิชาการนานาชาติด้านกิจการสาธารณะ ผ่านเว็บไซต์ www.colaconferences.com ภายในวันที่ 30 กันยายน 2567 นี้

จึงเรียนมาเพื่อโปรดพิจารณา จักขอบคุณยิ่ง

ขอแสดงความนับถือ

(ผู้ช่วยศาสตราจารย์ศิริศักดิ์ เหล่าจันทาม)

คณบดีวิทยาลัยการปกครองท้องถิ่น

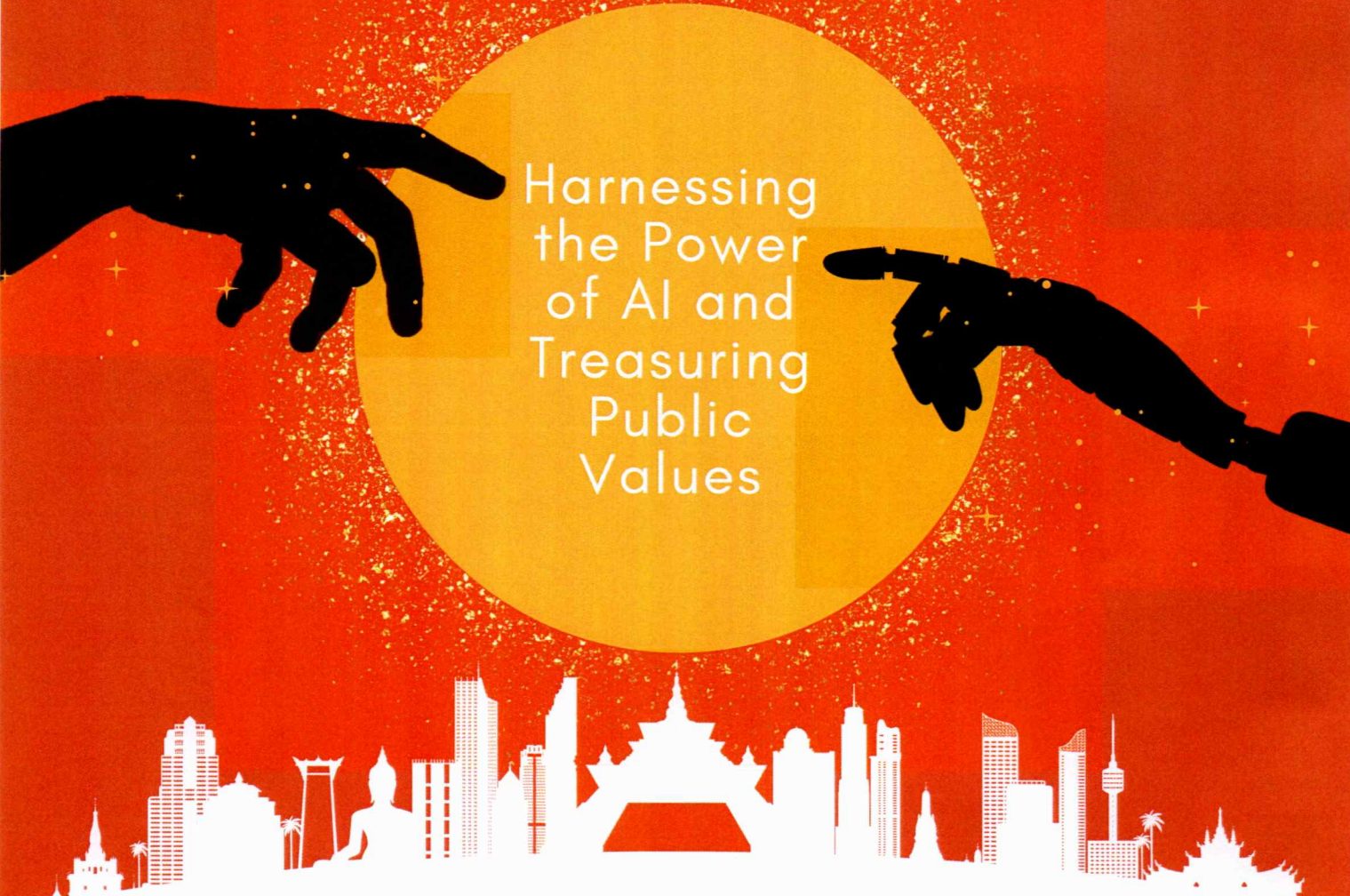
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THE FIRST
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Harnessing
the Power
of AI and
Treasuring
Public
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“Harnessing the Power of AI and Treasuring Public Values”

December 12-13, 2024
Pullman Khon Kaen Raja Orchid Hotel, Khon Kaen, Thailand
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CALL FOR PROPOSALS

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Key Events at ICPA2024.....	2
Conference Purpose and Scope.....	2
Tracks.....	2
Tentative Agenda.....	4
Conference Timeline.....	5
Submission Guidelines.....	5
Conference Fee.....	6
Sponsorship Opportunities.....	6
Logistics.....	7
Further Information and Questions.....	8

KEY EVENTS AT ICPA2024

- **Keynote speeches on AI in public affairs:** Renowned experts will share insights on the transformative role of AI in public administration, policymaking, and governance.
- **Roundtable discussions on digital technology and sustainable development:** Engaging dialogues among industry leaders, policymakers, and academics on how digital technologies can drive sustainable development goals and improve public services.
- **Showcase of outstanding international, national, and local development initiatives:** Exhibitions and workshops highlighting successful AI-driven projects and initiatives from around the world, showcasing best practices and innovative solutions in public governance.
- **Presentations of cutting-edge research in public affairs:** Academics, researchers, practitioners, and students will present their latest findings on public affairs, especially AI applications in public affairs, covering topics such as citizen engagement, policy analysis, and public service delivery.

CONFERENCE PURPOSE AND SCOPE

The College of Local Administration at Khon Kaen University is pleased to announce the First International Conference on Public Affairs (ICPA2024), themed "Harnessing the Power of AI and Treasuring Public Values." Scheduled to take place from December 12-13, 2024, in Khon Kaen, Thailand, this groundbreaking conference aims to bring together scholars, practitioners, policymakers, and students from around the world to explore and discuss the transformative role of Artificial Intelligence (AI) in public governance.

As governments and public service organizations increasingly adopt AI technologies, the potential to enhance the efficiency, transparency, and responsiveness of public services has never been greater. However, alongside these opportunities, AI also presents significant challenges, including ethical considerations, data privacy issues, and the need for upskilling public sector workforces.

ICPA2024 seeks to address these critical topics by providing a multidisciplinary platform for the exchange of ideas, research findings, and best practices. The conference will cover a wide range of issues related to AI in public affairs, including but not limited to AI-driven policy making, citizen engagement, public health, education, local governance, and sustainable development.

We invite proposals for papers, panels, and workshops that contribute to the understanding and advancement of AI in public governance. Submissions from academics, practitioners, and students that explore innovative applications, theoretical frameworks, and case studies are particularly encouraged. This conference represents a unique opportunity to shape the future of public governance in the AI era, and we look forward to your valuable contributions.

TRACKS

ICPA2024 is proud to present a diverse array of tracks designed to explore the multifaceted impact of AI in public affairs. These tracks include discussions on good governance and service delivery, social equity and inclusion, ethics and accountability, digital tools and technologies, human resources management, and global perspectives on public service. Each track is meticulously crafted to foster insightful dialogue and

collaboration, ultimately contributing to the advancement of AI-driven public governance.

1. Good Governance and Service Delivery in the AI Era

- Digital Transformation: Impact on public service delivery and government efficiency.
- Public Service Motivation: Evolving roles of public servants in a digital world.
- Intergovernmental Collaboration: Enhancing communication and coordination across government levels.
- Performance Management: Modern approaches to improving public sector performance.
- Civic Engagement: Ensuring effective public participation in governance.

2. Social Equity, Diversity, and Inclusion in the Age of AI

- Equitable Access: Addressing barriers in public services and technology for marginalized communities.
- Diversity in Public Administration: Fostering inclusive workplaces and policies.
- Health and Social Equity: Tackling inequities in healthcare and social services.
- Indigenous and Minority Rights: Protecting cultural heritage and promoting inclusion.
- AI and Civil Liberties: Balancing technological advancement with the protection of individual rights and freedoms.

3. Ethics, Trust, and Accountability in AI-Driven Governance

- Ethical Governance: Balancing technology use with ethical considerations in public administration.
- Cybersecurity and Data Privacy: Protecting public data in a digital age.
- Accountability in Governance: Ensuring transparency and trust in public institutions.
- Corruption Prevention: Using modern tools to detect and combat corruption.

4. Digital Tools and Technologies in Public Affairs

- Emerging Technologies: Impact of new digital tools on public administration and policy.
- GIS and Urban Planning: Utilizing geographic information systems in governance.
- **AI in Urban Planning:** Leveraging AI for more efficient and effective urban management and development.
- **Smart and Livable Cities:** Integrating AI and digital technologies to create smarter, more connected urban environments.
- Public Safety Technology: Applications in law enforcement and emergency management.

5. Human Resources Management in an AI-Integrated World

- Workforce Adaptation: Preparing public servants for new roles and skills in a changing landscape.
- Remote Work: Managing public sector employees in a hybrid or fully remote environment.
- Employee Well-Being: Balancing technology use with human satisfaction and productivity.
- Generational Dynamics: Navigating workforce changes across different age groups.
- AI vs. Human Workforce: Exploring the potential for AI to replace or complement human roles in public service.

6. Global Perspectives on Public Service and AI

- Comparative Governance: Lessons from different countries on improving public service delivery.
- Sustainable Development: Integrating climate action and sustainability into public policy.
- Global Collaboration: Strengthening international partnerships in public affairs.
- Crisis Management: Learning from global approaches to handling public emergencies.

7. Cybersecurity, Law, and Justice in the Digital Age

- Cybersecurity in Public Governance: Strategies for protecting government data and systems from cyber threats.
- AI in Law Enforcement: The role of artificial intelligence in modern policing, crime prevention, and investigation.
- Data Privacy and Protection: Legal frameworks and policies for safeguarding citizen data in the digital era.
- Ethical AI in the Justice System: Addressing biases and ensuring fairness in AI-driven legal processes.

8. AI and Digital Technologies for Environmental Protection and Climate Action

- Climate Change Mitigation and Adaptation: Utilizing AI to reduce carbon emissions and enhance resilience to climate impacts.
- Digital Tools for Climate Action: The role of IoT, sensors, and data analytics in supporting global and local climate initiatives.
- Sustainable Resource Management: Applying AI and digital technologies to optimize the conservation and use of natural resources.
- Green Infrastructure and AI: Promoting eco-friendly infrastructure projects with the help of AI and digital innovations.

TENTATIVE AGENDA

December 11, 2024 – Pre-Conference Events

- Registration
- City and museum tour
- Organizing committee meeting

December 12, 2024 – Main Conference Events

- Registration
- Opening Plenary Session
 - Opening ceremony
 - Keynote speech
 - Roundtable discussion #1
 - Roundtable discussion #2
- Lunch
- Parallel panel sessions
 - Panel session for academics and researchers
 - Panel session for students
 - Workshop session for practitioners
- Exhibition, showcase, and poster presentations
- Networking session
- Reception dinner

December 13, 2024 – Main Conference Events

- Registration
- Parallel panel sessions
 - Panel session for academics and researchers
 - Panel session for students

- Workshop session for practitioners
- Exhibition, showcase, and poster presentations
- Lunch
- Parallel panel sessions
 - Panel session for practitioners
 - Panel session for academics and researchers
 - Panel session for students
- Closing plenary session
 - Roundtable discussion #3
 - Closing keynote speech
 - Closing ceremony
- Organizing committee meeting

CONFERENCE TIMELINE

- Call for Papers and Proposals:
 - September 1, 2024: Announcement of Call for Papers and Proposals
- Submission Deadlines
 - September 30, 2024: Deadline for Submission of Abstracts and Proposals
 - October 4, 2024: Notification of Acceptance/Rejection of Abstracts and Proposals
- Full Paper Submission
 - October 31, 2024: Deadline for Submission of Full Papers
- Registration
 - October 15, 2024: Early Bird Registration Deadline
 - November 30, 2024: Regular Registration Deadline
 - December 14, 2024: Late and On-Site Registration Deadline
- Conference Preparation
 - December 1, 2024: Final Program Announcement
 - December 5, 2024: Distribution of Conference Materials to Participants
- Conference Dates
 - December 12-13, 2024: Conference Days

SUBMISSION GUIDELINES

ICPA2024 welcomes individual papers and fully-organized panels.

- **Individual papers** should be 3,000-4,000 words and formatted according to our manuscript template (see the Conference Website). Use APA Manual, 7th Edition for citations.
- **Fully-organized panels** can include up to five papers and/or presentations, a moderator if presenting, and an optional discussant without a formal presentation. Panels will be evenly distributed across time slots based on paper proposals and panel organizer suggestions.
- All papers must not have been previously published in any academic or professional journal before the conference.
- All presenters are required to submit a 250-word abstract, not including the title, authors, affiliations, and keywords (using our provided abstract template). The submission deadline is set for September 30, 2024. Following the review process, the organizing committee will inform you of their decision by October 4, 2024. If your abstract is accepted, you must submit the complete paper by October 31, 2024.

CONFERENCE FEE

The conference fee covers access to all conference sessions, a certificate of attendance, a conference bag and name badge, the program book, entry to the reception dinner on December 12, as well as two lunches and four refreshments on December 12-13. The fees are listed below:

Registration Type (Deadline)	Type of Presenters and Participants		
	Participant	Oral Presenter	Poster Presenter
Early-bird (ends October 15, 2024)	USD 70 or THB 2,500	USD 115 or THB 4,000	USD 115 or THB 4,000
Regular (October 16-November 30, 2024)	USD 85 or THB 3,000	USD 140 or THB 5,000	USD 140 or THB 5,000
Late and walk-in (December 1-14, 2024)	USD 160 or THB 5,500	-	-

Note: All prices are in Thai Baht.

The conference fees are structured to accommodate different types of participants and presenters. There are three categories of registration: early-bird, regular, and late/walk-in. Early-bird registration, which ends on October 15, 2024, offers the most economical rates, with participants paying THB 2,500 and both oral and poster presenters paying THB 4,000 each. Regular registration, available from October 16 to November 30, 2024, sets the fee for participants at THB 3,000 and for both types of presenters at THB 5,000 each. Late and walk-in registration, available from December 1 to December 14, 2024, incurs a higher cost of THB 5,500 for participants, with no availability for presenters.

To ensure their presentation is part of the conference schedule, **at least one author must register as a presenter by October 31, 2024.** Authors who are not presenting should register as participants.

Please refer to the Conference Website for payment methods.

SPONSORSHIP OPPORTUNITIES

The College of Local Administration at Khon Kaen University is honored to host ICPA2024. We have four levels of sponsorship available: platinum, gold, silver, and bronze. The following details outline the fees and benefits for each tier:

- **Platinum co-sponsor**
 - Fee: USD 5,000 or THB 175,000
 - Lodging: five (5) double rooms for two (2) nights
 - Registration fee waivers: ten (10) participants/participants
 - The Prime Partner sponsor's signage will be more prominent than other co-sponsors.
 - Name and logo of the organization on the homepage of the conference website.
 - Name and logo of the organization on the front or back cover of the abstract book/proceedings.
- **Gold sponsor**
 - Fee: USD 3,000 or THB 105,000
 - Lodging: three (3) double rooms for two (2) nights
 - Registration fee waivers: six (6) presenters/participants
 - Name and logo of the organization on the homepage of the conference website.

- Name and logo of the organization on the front or back cover of the abstract book/proceedings.
- **Silver sponsor**
 - Fee: USD 2,000 or THB 70,000
 - Lodging: two (2) double rooms for two (2) nights
 - Registration fee waivers: four (4) presenters/participants
 - Name and logo of the organization on the homepage of the conference website.
 - Name and logo of the organization on the front or back cover of the abstract book/proceedings.
- **Bronze sponsor**
 - Fee: USD 1,000 or THB 35,000
 - Registration fee waivers: two (2) presenters/participants
 - Name and logo of the organization on the homepage of the conference website.
 - Name and logo of the organization on the front or back cover of the abstract book/proceedings.
- **Regular sponsor**
 - Fee: USD 600 or THB 21,000
 - Registration fee waivers: one (1) presenter/participant
 - Name and logo of the organization on the homepage of the conference website.
 - Name and logo of the organization on the front or back cover of the abstract book/proceedings.

LOGISTICS

- **Venue.** The conference will take place at Pullman Khon Kaen Raja Orchid Hotel, Mueang Khon Kaen District, Khon Kaen Province, Thailand, on December 12-13, 2024.
- **Travel to Khon Kaen.** Khon Kaen is one of Thailand's largest cities. Travel to Khon Kaen is convenient with several non-stop flights from major locations.
 - From Bangkok:
 - Thai Airways operates eight daily flights from Suvarnabhumi International Airport (BKK) to Khon Kaen (KKC).
 - Thai AirAsia provides ten daily flights from Don Mueang International Airport (DMK).
 - Thai Lion Air has four daily flights from Don Mueang.
 - Thai Vietjet has four daily flights from Don Mueang.
 - From Chiang Mai:
 - Thai AirAsia flies daily from Chiang Mai International Airport (CNX) to Khon Kaen.
 - From Phuket:
 - Thai AirAsia flies daily from Phuket International Airport (HKT) to Khon Kaen.
 - From China
 - Travel by high-speed train from Kunming, China, to Vientiane, Laos. From Vientiane, you can take a bus or a train to Khon Kaen. This scenic route provides an alternative and exciting way to reach the conference while experiencing regional connectivity through modern infrastructure.

- **Accommodation.** Khon Kaen offers several hotel options. These are our top recommendations.
 - **Pullman Khon Kaen Raja Orchid Hotel:** Situated in the city center, this luxurious hotel is a 10-minute drive from Khon Kaen airport and close to shopping malls. It caters to both business and leisure travelers with well-designed rooms, free Wi-Fi, six restaurants, four bars, meeting rooms, a fitness center, an outdoor pool, and a day spa.
 - Address: 9-9 Prachasamran Road, Nai Mueang, Mueang, Khon Kaen 40000 Thailand
 - Tel: +66 (0) 4332 2155
 - Website: <http://pullmankhonkaen.com>
 - Email: pullman@pullmankhonkaen.com
 - **Ad Lib Hotel Khon Kaen.** Ad Lib Hotel Khon Kaen is located in Khon Kaen, just 1 km away from Khon Kaen Train Station. The hotel provides accommodations that include a restaurant, free private parking, an outdoor pool, and a bar. The property also offers a 24-hour front desk service and room service, along with complimentary WiFi throughout the premises. Guests can enjoy a shared lounge, concierge services, and luggage storage during their stay.
 - Address: Khon Kaen Innovation Centre, 999 Srichan Road, Nai Mueang, Mueang, Khon Kaen 4000 Thailand
 - Tel: +66 (0) 43 100 555
 - Website: <https://www.adlibhotels.co/khon-kaen/>
 - Email: khonkaen@adlibhotels.co

FURTHER INFORMATION AND QUESTIONS

For the latest information, please refer to the Conference Website at www.colaconferences.com or reach out via:

- ICPA2024 Facebook Page: <https://www.facebook.com/COLAICPA/>
- Line Official Account: @colakku
- Contact person: Ms. Nattaya Srihanarm, email: nasriha@kku.ac.th