



21st National & International Conference

"Innovation and Integration of Multidisciplinary Knowledge for Sustainable Social Development"

20 February, 2026

Dear: Jirathep Sriwachirobon

CONGRATULATIONS! I am delighted to inform you that your paper entitled "The Impact of Generative AI in Marketing Mix, Service Quality, and Brand Identity toward Thai Hospitality Customers' Engagement within Bangkok" is recommended for presentation and inclusion in the proceedings of the 21st National & International Conference "Innovation and Integration of Multidisciplinary Knowledge for Sustainable Social Development" which will be held on March 2-4, 2026, at Hungary (Onsite & Online). Please show your manuscript to a proofreader. The article will be published in the conference proceedings once the author corrects the manuscript as per the conference reviewers' comments.

In the meantime, please use the following link to pay the conference fee. Also, please make sure to send us the proof of payment through the website platform.

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Thank you for making the 21st National & International Conference "Innovation and Integration of Multidisciplinary Knowledge for Sustainable Social Development" of Suan Sunandha Rajabhat University a vehicle for your research interests.

sincerely

Asst. Prof. Dr. Thongchai Surinwarangkoon



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