

The European Society of Market Research and the Thailand Marketing Research Society will host an event July 23rd called “Research for Good”. This event will raise awareness of various issues related to sustainability and sustainable consumption among market research firms and their business clients.

They have invited CMMU's Dr. Randall to participate as a panelist in this event, which will help raise awareness of CMMU's growing expertise in sustainability related research.

CMMU students who wish to attend can get a discounted rate of 1,000 baht (instead of 2,000). If interested, contact info@tmrs.or.th to reserve and state that you wish to receive the discounted rate for CMMU students!



สมาคมวิจัยการตลาด
แห่งประเทศไทย
Thailand Marketing
Research Society

ESOMAR

RESEARCH FOR GOOD

What it Means to Live Better for a Better Future



RESEARCH TO THE RESCUE

How market research can guide behavior change and ivory demand reduction strategies in China, saving elephants from imminent extinction

GlobeScan - Director Asia Pacific



THE ROAD TO RESPONSIBLE CONSUMPTION

Embedding environmental purpose into the lives of Thai people. Who is responsible? Is it me, the companies or the government?

Grant Bertoli - CEO of Marketbuzzz



PLASTICS A GROWING CONCERN: AN ASEAN PERSPECTIVE

ASEAN Plastic: situation overview and regulation, Value chain of Plastic Packaging in Thailand, Sustainable packaging: a stream of Innovation

Chukiat Wongtaveerat - Country Head for Thailand - Ipsos Business Consulting



FROM GOOD TO GREAT, FROM PAY TO PURPOSE

Business can't grow itself, people do. Why not employees first, customer second, shareholder third!

Dangjaithawin Anantachai - Managing Director of Intage Thailand

DISCUSSION: HOW DOES DATA AND MARKET RESEARCH SHAPE POLICY AND DECISION-MAKING



Eleanora De Guzman

Demand Reduction/Social and Behavior Change Communication (SBCC) of USAID Wildlife Asia



**Assistant Professor
Randall Shannon, Ph.D.**

Program Director
for Marketing



Jedsada Taweewong

Illegal Wildlife Trade
Program Manager
with WWF

