



## NATIONAL AND INTERNATIONAL ACADEMIC CONFERENCE EMPOWERING INNOVATION AND SUSTAINABILITY IN THE NEXT NORMAL

**Zoom Meeting ID: 884 6200 2105**

**Passcode: 123456**

### Agendas (27 November 2021)

- |               |   |
|---------------|---|
| 09.00 - 09.40 | Welcoming Remark by Organizing Institutions <ul style="list-style-type: none"><li>- Professor Cheah Horn Mun<br/>Dean of College of Lifelong and Experiential Learning<br/>Singapore University of Social Sciences</li><li>- Associate Professor Dr. Jomphong Mongkhonvanit<br/>Vice President and Dean of MBA Program, Siam University</li><li>- Assistant Professor Dr. Prapaporn Tivayanond Mongkhonvanit<br/>Dean, School of Global Studies, Thammasat University</li></ul> |
| 09.40 - 10.00 | Opening Speech by Dr. Pornchai Mongkhonvanit<br>President of Siam University  |
| 10.00 - 10.20 | Keynote Speech on Competitiveness in the Next Normal<br>Professor Ken P. Charman<br>Professor at CamEd Business School, Phnom Penh  |
| 10.20 - 10.40 | The Future of Digital Finance & Central Bank Digital Currency (CBDC)<br>Vijak Settabutr<br>IT Deputy Director, Bank of Thailand<br>Senior Developer of Project Inthanon (Thailand's CBDC)   |
| 11.00 - 12.00 | Online Parallel Session (A)   |
| 13.00 - 15.00 | Online Parallel Session (B)   |
| 15.15 - 17.30 | Online Parallel Session (C)   |



## Virtual Room 1 (27 November 2021)

Zoom Meeting ID: 847 0747 9243

Passcode: 880643

### Presenter lists (Section A)

Present Time	Paper ID	Name - Surname
11.00 - 12.00	A001	Mr. Daniel Klostermeier
	A003	Mr. Kavin Katanyutaveetip
	A004	Mr. Dong Dong Tang
	A005	Mr. Kevin Noone
	A006	Mr. Nitin Saini

### Presenter lists (Section B)

Present Time	Paper ID	Name - Surname
13.00 - 15.00	A007	Mr. Withawat Khwanraksa
	A008	Ms. Saima Khan
	A009	Mr. Stephan Weimann
	A010	Mr. Gilbert Ochavillo
	A011	Mr. Yoon chang

### Presenter lists (Section C)

Present Time	Paper ID	Name - Surname
15.15 - 17.30	A012	Ms. Covelette May Carupo Haguingan
	A013	Ms. Angkavipa Naewjumpa
	A014	Asst.Prof.Dr.Pornphan Verapreyagura
	A035	Dr. Chamaiporn Srisurat
	A045	Mr. Min Phyo KoKo
	A285	Asst.Prof.Dr. Suthinee Mongkol
	A292	Mr. Songwut Burimjitt

**Chairman:** Associate Professor Dr. Huong Ha, Mr. Chee Wai Meng

**Co-Chairman:** Dr. Dianna Chang

**Coordinator:** Mr.Sakchai Amorntiyangkul, Ms. Waraipan Waisayapan

## Virtual Room 1 (27 November 2021)

### Presenter lists (Section A)

Paper ID	Topics
A001	The integration of lean management methods in an office environment to increase organizational performance.
A003	The higher education service quality for the next normal, a case study of Chinese students at Siam University.
A004	Analyze corporate innovation management in the Internet era.
A005	Challenges professional sports faced during covid-19 pandemic with no fans in attendance.
A006	Reasons behind the failure of startups.

### Presenter lists (Section B)

Paper ID	Topics
A007	Introduction urban/critical infrastructure resilience.
A008	The sky is not safe anymore; the impact of global crisis in the global aviation industry.
A009	Home office workplaces for a better employees' work-life balance and cost reduction for companies.
A010	The rise of freelance work among millennials and its implication on the business workforce management.
A011	Glass ceiling effect and gender equality in big corporations.

### Presenter lists (Section C)

Paper ID	Topics
A012	The emergence of crisis: a catalyst to start-up a business for entrepreneurs using paradigm shift.
A013	Marketing mix factors affecting purchasing decisions of online products of consumers in Nakhonratchasima Province.
A014	The conceptual innovation in personal data management for higher education sustainability development of the Thai private higher education.
A035	Internal environment sustainability management of event organizers in Mueang Phitsanulok.
A045	The way to survive of Thai local stores, or compete with new convenience store (7-11).
A285	Entering international markets-a case study of Thai food SMEs.
A292	An investigation of Thai students' satisfaction on general English courses: a case study of wall street English blended learning program.



## Virtual Room 2 (27 November 2021)

Zoom Meeting ID: 892 5240 1120

Passcode: 839343

### Presenter lists (Section A)

Present Time	Paper ID	Name - Surname
11.00 - 12.00	A072	Ms. Panchita Tongdeelert
	A257	Ms. Tin Zar Lin
	A258	Ms. Khin May Maung
	A265	Ms. Yi Shi
	A270	Ms. Nattamon Saphaokham

### Presenter lists (Section B)

Present Time	Paper ID	Name – Surname
13.00 – 15.00	A272	Mr. Zhiyu Chen
	A274	Dr. Farida Virunhaphol
	A277	Mr. Jirapat Tewsonreang
	A278	Ms. Nion Kaeophoung
	A280	Mr. Jonas Becker
	A281	Ms. Manusanhun Prathumsit

### Presenter lists (Section C)

Present Time	Paper ID	Name – Surname
15.15 – 17.30	A129	Dr. Sajeerat Metheesuwapab
	A127	Ms. Narawal Suphawong
	A128	Ms. Nattakarn Hengpajit
	A130	Ms. Jutamas Sorachatewarakorn
	A273	Mr. Chalermchon Wongsopa
	A290	Mr. Pornpitak Toemkiatphaibul

**Chairman:** Asst.Prof.Dr.Busaya Vongchavalitkul

**Co-Chairman:** Dr. Karnjira Limsiritong

**Coordinator:** Mr.Adisak Lumduan, Ms. Siwaporn Nubua

## Virtual Room 2 (27 November 2021)

### Presenter lists (Section A)

Paper ID	Topics
A072	The attitude of Thais toward vaccine tourism and its impact.
A257	The study of gender equality and professional empowerment in modern business world.
A258	Can lockdown shift consumer culture to minimalism? What are the business continuity plan?
A265	The influence of Chinese consumers' purchase psychology on foreign commodity marketing strategies.
A270	Body politic and online representation of skoy teens.

### Presenter lists (Section B)

Paper ID	Topics
A272	The crisis management of catering business under the covid-19 pandemic.
A274	A comparison study of cinematic learning in the age of the next normal: a case study of the "human voice" portrayed by Tilda Swinton.
A277	The development of line chatbot to help solve online study problem in mathematic class of grade 2/5 of Huahin Vitthayalai school due to covid-19.
A278	The effect of pandemic on the tourism industry in asia.
A280	Risks and chances of NFT art affecting the traditional gallery landscape in Bangkok.

### Presenter lists (Section C)

Paper ID	Topics
A129	How can a professional accountant becomes an expert forensic accountant?
A127	Influencing factors on financial planning of working adults.
A128	Online learning readiness of students at Siam university in covid-19.
A130	Factors affecting the purchase decision on the lazada platform.
A273	Climate change adaptation of Tilapia aquaculturist in Ubonratchathani.
A290	Factors influencing the success of restaurant management in a new normal.



## Virtual Room 3 (27 November 2021)

Zoom MeetingID: 821 3262 4439

Passcode: 779577

### Presenter lists (Section A)

Present Time	Paper ID	Name – Surname
11.00 – 12.00	A002	Ms. Nisa Kongvorarat
	A047	Ms. Nataya Auseangthong
	A090	Mr. Chia-Ching Huang
	A252	Mr. Thanapong Chaimala
	A253	Ms. Nongnuch Chanphen

### Presenter lists (Section B)

Present Time	Paper ID	Name – Surname
13.00 – 15.00	A254	Ms. Kanyakorn Songkitirat
	A255	Mr. Wittaya Lerdpanasin
	A256	Ms. Nichakun Senawong
	A269	Ms. Krissana Thanomsat
	A271	Ms. Tanchanok Wongkan
	A279	Mr. Sivaveth Akaraphan

### Presenter lists (Section C)

Present Time	Paper ID	Name – Surname
15.15 – 17.30	A282	Ms. Papitchana Wongupree
	A283	Mr. Teekarn Makboriboon
	A284	Mr. Patis Topanich
	A286	Ms. Mira Surivipaworachote
	A288	Ms. Natasa Tachapotiwarakul
	A289	Ms. Nahathai Noima
	A291	Ms. Athitha Natemai

**Chairman:** Assistant Professor Dr. Phat Pisitkasem

**Co-Chairman:** Dr. Nakamol Chansom

**Coordinator:** Mr. Songyot Poonium, Ms. Pannarai Teangsomphon

## Virtual Room 3 (27 November 2021)

### Presenter lists (Section A)

Paper ID	Topics
A002	ปัจจัยที่ส่งผลต่อพฤติกรรมการป้องกันและควบคุมโรค covid-19 ของประชาชน
A047	Human resource development management under digital transformation of the Bangkok mass transit authority.
A090	Tourism image of Taiwan: a Thai tourist perspective.
A252	The satisfaction in marketing mix and behavior affecting on purchase decision of motor insurance via insurance broker in Bangkok.
A253	Customers' satisfaction towards services quality influencing the repurchase intention of insurance with TQM insurance broker co., ltd.

### Presenter lists (Section B)

Paper ID	Topics
A254	Monomax video streaming application acceptance determinant of customer.
A255	The marketing-mix factors that affects the decision to buy products through the Ali express application in Bangkok.
A256	A study of behavior for using of social media of generation Z in the new normal era in Bangkok.
A269	Factors affected the decision making for cervical cancer screening among women at Bangkok province.
A271	Motivates affecting debt collection effectiveness of debt collectors Nitirat law and collection co., ltd.
A279	Marketing mix factors affecting purchasing decision of solar rooftop systems in the area of the Provincial Electricity Authority.

### Presenter lists (Section C)

Paper ID	Topics
A282	A feasibility study of barter system.
A283	A feasibility study of sustainable local tourism application.
A284	A feasibility study of rubber wood furniture.
A286	A feasibility study of Yokusu cat cube.
A288	A feasibility study of Little pals pet shop.
A289	A feasibility study of Mur tamarind shake business.
A291	A feasibility study of one stop service solution : home i.t co.,ltd.



**Virtual Room 4 (27 November 2021)**  
**Zoom Meeting ID: 890 3401 8243      Passcode: 551932**

**Presenter lists (Section A)**

<b>Present Time</b>	<b>Paper ID</b>	<b>Name - Surname</b>
<b>11.00 - 12.00</b>	A015	Mr. Xiuyi Li
	A016	Ms. Yanxia Li
	A017	Ms. Changshu Wu
	A018	Mr. Xi Huang
	A050	Ms. Xuerui He
	A070	Ms. Peng Wang

**Presenter lists (Section B)**

<b>Present Time</b>	<b>Paper ID</b>	<b>Name - Surname</b>
<b>13.00 - 15.00</b>	A078	Ms. Xiaojing Ji
	A079	Ms. Siwei Dong
	A084	Mr. Jingdong Liu
	A089	Ms. Keyan Wang
	A095	Ms. Xiaoqin Wu
	A132	Mr. Xiangzhi Chen
	A144	Mr. Hechu Wang

**Presenter lists (Section C)**

<b>Present Time</b>	<b>Paper ID</b>	<b>Name - Surname</b>
<b>15.15 - 17.30</b>	A151	Ms. Ling Zhu
	A180	Ms. Xiumei Yan
	A186	Mr. Wei Xue
	A195	Mr. Fei Xian
	A199	Ms. Mingshuang Cheng
	A222	Ms. Ping Du
	A236	Ms. Xiaolin Wang

**Chairman:** Assistant Professor Dr. Chaiyanant Panyasiri  
**Co-Chairman:** Dr. Li Ning  
**Coordinator:** Mr. Liu Jinza



## Virtual Room 4 (27 November 2021)

### Presenter lists (Section A)

Paper ID	Topics
A015	Research on the development model of agricultural products e-commerce in Shandong province, china-taking Yantai apple as an example.
A016	Research on the impact of cultural and creative industries on Shandong's economic growth under the background of digital transformation.
A017	Research on network marketing strategy of China Shanxi Wansheng catering management co.,ltd.
A018	A 4P theory study on the KFC marketing model in China.
A050	Visitor education study: contemporary concepts, related theories and applications.
A070	The effect of the covid-19 pandemic on university students in Wuhan.

### Presenter lists (Section B)

Paper ID	Topics
A078	Business process development and transformation of the explosion-proof electric private enterprises in China.
A079	The risk problems and measurements of local government debt in China-take Shandong province as an example.
A084	Study on the development of inclusive commercial medical insurance in China.
A089	A historical perspective on the development of China's urban housing rental system.
A095	Review of contemporary researches on "Guanxi".
A132	The development trend and problem-solving approach of China's urban and rural enterprises from the perspective of human capital.
A144	A case study of whether part-time online car-hailing driver in spare time is a profitable profession from the perspective of income, cost and risk in Shenyang, China.

### Presenter lists (Section C)

Paper ID	Topics
A151	Assisting career disadvantaged teachers in the university: a perspective from Confucian harmonious management theory.
A180	Decentralize public service communication mechanism in China.
A186	Influence of post-90s employees' career sense of gain on innovation behavior.
A195	Research on online teaching quality management in Chinese universities.
A199	Study on regulatory effect of college students' coping styles on interpersonal distress caused by life stress.
A222	The Impact of interdisciplinary on industry- university-research cooperation.
A236	International students' consumer decision-making behavior on choices of the university abroad.



## Virtual Room 5 (27 November 2021)

ZoomMeeting ID: 826 2317 9006

Passcode: 773094

### Presenter lists (Section A)

Present Time	Paper ID	Name - Surname
11.00 - 12.00	A019	Ms. Ping Yang
	A020	Ms. Ningning Liu
	A021	Ms. Nan Gui
	A022	Mr. Jiahao Guo
	A023	Ms. Wei Lu
	A024	Mr. Hao Zhang

### Presenter lists (Section B)

Present Time	Paper ID	Name - Surname
13.00 - 15.00	A025	Mr. Xudong Liu
	A026	Ms. Jingping Cui
	A027	Ms. Xiaoping Liang
	A028	Mr. TianFeng Li
	A029	Ms. Meicheng Jiang
	A030	Ms. Meizhen Li
	A031	Mr. Zehui Bao

### Presenter lists (Section C)

Present Time	Paper ID	Name - Surname
15.15 - 17.30	A032	Ms. Zhaojun Xu
	A033	Ms. Li Jiang
	A034	Mr. Wenqiang Liu
	A036	Mr. Wenjun He
	A037	Ms. Qiao Lin
	A038	Mr. Bo Zhang
	A039	Mr. Jibin Wang

**Chairman:** Dr. Sarun Widtayakornbundit

**Co-Chairman:** Ajarn. Jidapa Chollathanrattanapong

**Coordinator:** Mr. He Lu

## Virtual Room 5 (27 November 2021)

### Presenter lists (Section A)

Paper ID	Topics
A019	A case study of five major supermarkets in the UK.
A020	Study on strategies for improving the core competitiveness of pension apartments in China.
A021	Overview of shared electric vehicles in China.
A022	Researching on the status quo and countermeasures of the development of TV shopping —take film and television shopping programs as an example.
A023	The research on marketing economics in the Internet in the covid-19 pandemic era-takes live streaming e-commerce on Douyin as an example.
A024	Research and development of interior design process management: taking studio as an example.

### Presenter lists (Section B)

Paper ID	Topics
A025	The new normal supply chain of fresh agricultural products after pandemic at Harbin city in China.
A026	Exploration on digital transformation for enterprises under the pandemic.
A027	Research on marketing management strategy of m group's entry in the beauty market under the background of data.
A028	Problems and countermeasures existing in the performance management of Small and Medium-sized Enterprises on the development trend and strategy of SMEs in Zhongguancun.
A029	A study current situation and improvement of employee job satisfaction in enterprises: A case study of Shengshi investment company.
A030	Study on the application of EAP in the social work.
A031	Research on angel investment management in education industry.

### Presenter lists (Section C)

Paper ID	Topics
A032	Study on the evaluation of the benefits of operation cost management from the perspective of sustainable development - with the service industry as an example.
A033	The impact of brand cognition on consumer purchase behavior.
A034	Brand building strategy for Guangxi Pingshan bronze drum dance.
A036	A study on the risk management and sustainable tourism in the new crown epidemic: A case study of Bangkok city.
A037	Research on internal audit of Chinese private colleges and universities -take private colleges in Guangdong as an example.
A038	Exploring the elements of business model innovation of Chinese retail enterprises -Case study based on Pang Donglai.
A039	Operation mode analysis and economic analysis on distributed photovoltaic power generation project.



## Virtual Room 6 (27 November 2021)

Zoom Meeting ID: 810 4225 8223

Passcode: 651655

### Presenter lists (Section A)

Present Time	Paper ID	Name - Surname
11.00 - 12.00	A040	Mr. Yuan Li
	A041	Ms. Xiajuan Fan
	A042	Ms. Haiying Tian
	A043	Ms. Ya ma
	A044	Ms. Mingyu Cheng
	A046	Mr. Changlong Zuo

### Presenter lists (Section B)

Present Time	Paper ID	Name - Surname
13.00 - 15.00	A048	Ms. LiPing Zhu
	A049	Mr. Qianrui Wang
	A051	Ms. Yi Wang
	A052	Mr. Deng Han
	A053	Ms. Rongrong Li
	A054	Ms. Jingjing Xue
	A055	Ms. Xinxin Wang

### Presenter lists (Section C)

Present Time	Paper ID	Name - Surname
15.15 - 17.30	A056	Ms. YunFang Chen
	A057	Mr. XiangLi wei
	A058	Ms. Qin Wang
	A059	Ms. Yan Chen
	A060	Ms. Yan Yu
	A061	Ms. Ping Yang
	A062	Mr. Shi Bao Qiao

**Chairman:** Associate Professor Dr. Shang Hongyan

**Co-Chairman:** Dr. Li Zhang

**Coordinator:** Mr. Zhang Zhao

## Virtual Room 6 (27 November 2021)

### Presenter lists (Section A)

Paper ID	Topics
A040	Research on the marketing strategy of power quality products in the Chinese market - at Mudén electric as an example.
A041	Analysis on the reasons and countermeasures of the brain drain in its enterprises.
A042	The consumer decision for renting or purchasing the residential property.
A043	The research on PBL (problem based learning) method to English reading teaching in junior high school students in China.
A044	Research on progress improvement of pre-load SW project management.
A046	The effects of the psychology state of employees on enterprise innovation management in the period of COVID-19.

### Presenter lists (Section B)

Paper ID	Topics
A048	Research on the performance appraisal system of middle managers in construction companies.
A049	Study on Xiaomi company's cross-cultural management? Based on the perspective of Thailand.
A051	Challenges to educational management of boarding school: a leadership perspective.
A052	Competitiveness evaluation on cultural tourism industry in Jiadong economic circle.
A053	Study on the mechanism of industry-education integration in vocational education taking the industrial college of a university in Shandong as an example.
A054	SWOT analysis on the sustainable development of knowledge service in university library.
A055	Thoughts on university student management in epidemic era.

### Presenter lists (Section C)

Paper ID	Topics
A056	Research on improving the influence of policy and public management by Chinese university think tanks.
A057	Analysis on the demission situation and influencing factors of medical staff in a public hospital in Guangxi province.
A058	Current situation and progress of research on design thinking.
A059	Analysis on the marketing strategy and sustainable development of Chinese cinemas in the "internet plus" era.
A060	The combination of corporate advantages and social issues: Huawei's social innovation and its enlightenment.
A061	Research on the construction of high school art appreciation efficient classroom -strengthening the guiding role of teachers.
A062	Research On cross-culture management of multinational companies – a case of German ah company in China.



## Virtual Room 7 (27 November 2021)

Zoom Meeting ID: 851 3029 0182

Passcode: 836389

### Presenter lists (Section A)

Present Time	Paper ID	Name - Surname
11.00 - 12.00	A063	Ms. Kerong Jian
	A064	Mr. Jie Chang
	A065	Mr. Xu Yang
	A066	Mr. Guoyin Shi
	A067	Ms. WenFang Liu
	A068	Ms. Min Deng

### Presenter lists (Section B)

Present Time	Paper ID	Name - Surname
13.00 - 15.00	A069	Mr. Zhijun Liu
	A071	Mr. Qingshan Wang
	A073	Ms. Xuling Liu
	A074	Ms. Xixia Liu
	A075	Ms. Gefei Cai
	A076	Ms. Linfei Song
	A077	Mr. Yunming Zhang

### Presenter lists (Section C)

Present Time	Paper ID	Name - Surname
15.15 - 17.30	A080	Mr. Jian Chen
	A081	Mr. De Xu
	A082	Mr. Haipeng Ma
	A083	Mr. Xinyifeng Yao
	A085	Ms. Aihua Chen
	A086	Mr. Jie Hu
	A087	Ms. Tao Liang

Chairman: Dr. Nong Renyuan

Co-Chairman: Dr. Gan Lu

Coordinator: Mr. Guo Xiaoxi

## Virtual Room 7 (27 November 2021)

### Presenter lists (Section A)

Paper ID	Topics
A063	Evaluation of operation efficiency of major Chinese ports along the belt and road.
A064	Analysis on the influencing factors of social media short video marketing.
A065	Development and research countermeasures of cross-border e-commerce of Weifang enterprises in belt and road.
A066	A new-style tea drinks marketing strategy analysis based on the hey-tea case.
A067	Research on development level and countermeasures of cold chain logistics of fresh agricultural products in Guangxi in China.
A068	Research on the communication mode of university library organization management based on sustainable development.

### Presenter lists (Section B)

Paper ID	Topics
A069	Study on "customized" early childhood education professional talent cultivation based on the background of industry-education integration.
A071	Research on the cultivation of higher vocational college students' sports core literacy under the background of "double universities".
A073	Research on internet marketing strategy of life insurance business of insurance company.
A074	Research and development of interior design process management: taking studio as an example.
A075	Analysis of marketing strategies for museum cultural and creative products—take the palace museum for example.
A076	Research on marketing strategy of commercial bank.
A077	Comparative analysis of the competitive advantages of new energy vehicles: the case of BYD.

### Presenter lists (Section C)

Paper ID	Topics
A080	Investigation and research on the construction of credit banks in China.
A081	Tao Xingzhi's "life education" thought and educational innovation.
A082	Study on how to integrate fine management and harmonious management into the daily comprehensive management of the hotel office – a case study of Intercontinental Kunming.
A083	A study on the impact of traditional culture on education development in China.
A085	An applied study on the teaching reform of clothing accessories design course.
A086	Research on the influence mechanism of organizational innovation values on innovation behavior.
A087	Research on the problems and countermeasures of human resource management in commercial banks.



## Virtual Room 8 (27 November 2021)

Zoom Meeting ID: 862 2847 0305

Passcode: 745624

### Presenter lists (Section A)

Present Time	Paper ID	Name - Surname
11.00 - 12.00	A088	Mr. Chong Zhang
	A091	Ms. Zeyan Dong
	A092	Mr. Guangmao Lu
	A093	Ms. Yujie Wang
	A094	Ms. Yu Zhang
	A096	Ms. Guorui Zi

### Presenter lists (Section B)

Present Time	Paper ID	Name - Surname
13.00 - 15.00	A097	Mr. Yongqiang Lu
	A098	Ms. Yingren Liang
	A099	Mr. Yujie Shi
	A100	Mr. Hanyuan Xu
	A101	Mr. Shengming Yu
	A102	Mr. Zhuoshi Wang
	A103	Mr. Zhanbiao Liu

### Presenter lists (Section C)

Present Time	Paper ID	Name - Surname
15.15 - 17.30	A104	Mr. Yandong Xue
	A105	Ms. Fengdan Ying
	A106	Mr. Jingzhu Liu
	A107	Mr. Changshu Wu
	A108	Ms. Miao Yang
	A109	Mr. Linxin Chen
	A110	Ms. Ranran Liu

**Chairman:** Associate Professor Dr. Ma Yue

**Co-Chairman:** Associate Professor Dr. Qiu Choao

**Coordinator:** Ms. Nattarika Boonkert



## Virtual Room 8 (27 November 2021)

### Presenter lists (Section A)

Paper ID	Topics
A088	Research on sustainable development of private enterprises in China.
A091	Marketing strategy research of MAC in China.
A092	A case study on the integrated development of tea tourism industry in ethnic areas - a case study of Yunnan black tea producing area in Feng Qing, Yunnan.
A093	A brief discussion on "performance management" the construction element of state - owned enterprise incentive mechanism.
A094	Evaluation of entrepreneurs success: a special reference to women entrepreneurs in Bangladesh.
A096	Case study of education and local economic development - takes Lincang area as an example.

### Presenter lists (Section B)

Paper ID	Topics
A097	Selection of the initial business strategy of enterprise internationalization.
A098	Analysis on marketing strategy of new energy vehicles at Liuzhou city in China.
A099	Research on defense for capital operation pyramid selling crime.
A100	Analysis of international marketing environment - taking Uniqlo as an example.
A101	The current situation of China's investment environment and countermeasures.
A102	Research on corporate development strategy - take Hangzhou Qiandao lake brewery company as an example.
A103	Countermeasures for financing difficulties of Small and Medium-sized Enterprises in Baishan city, Jilin province - take diatomite industry as an example.

### Presenter lists (Section C)

Paper ID	Topics
A104	An Analysis of the relationship between the family background and occupational adaptability among newly recruited graduates - Urban Development Group Co., Ltd
A105	Research on improvement of employees' satisfaction in the real estate company: case study of country garden holdings company limited in Guangdong, China.
A106	China conducts research on the relationship between investment and carbon emissions in countries along the belt and road.
A107	Characteristics of foreign higher education management and its enlightenment to China.
A108	Digital revolution and sustainable development.
A109	Research on the training mode of dance compound talents in preschool education of vocational undergraduate.
A110	Study on the cultural inheritance and development of the craftsman spirit.



## Virtual Room 9 (27 November 2021)

Zoom Meeting ID: 829 5823 2425

Passcode: 070549

### Presenter lists (Section A)

Present Time	Paper ID	Name - Surname
11.00 - 12.00	A111	Mr. Keyang Wu
	A112	Mr. Haijie Yin
	A113	Ms. Dan Li
	A114	Mr. Xiaoxu Zhang
	A115	Mr. Weihao Lin
	A116	Ms. Miao Shi

### Presenter lists (Section B)

Present Time	Paper ID	Name - Surname
13.00 - 15.00	A117	Ms. Hailing Feng
	A118	Ms. Fangyuan Zhou
	A119	Ms. Xiping Huang
	A120	Ms. Yuanli He
	A121	Mr. Wujun Li
	A122	Mr. Yulong Li
	A123	Ms. Jinhe Xiao

### Presenter lists (Section C)

Present Time	Paper ID	Name - Surname
15.15 - 17.30	A124	Ms. Keyang Yang
	A125	Mr. Shouguang Wang
	A126	Ms. Kangning Guo
	A131	Ms. Xichen Zhang
	A133	Ms. Xuejun Wang
	A134	Ms. Xuanru Li
	A135	Mr. Chenglei Zhang

**Chairman:** Associate Professor Dr. Shi Qiang

**Co-Chairman:** Dr. Titanun Sun

**Coordinator:** Ms. Lu Guanglei

## Virtual Room 9 (27 November 2021)

### Presenter lists (Section A)

Paper ID	Topics
A111	Research on modernized logistic management mode of power grid enterprises.
A112	Analysis of marketing strategy of Li Ning company.
A113	Development and research of education informatization.
A114	Research on project management of investment promotion process in China's development zone.
A115	A study on the conflict management skills and experiences of employees within the retail sector in London.
A116	Global integration versus local adaptation of HR practices by multinationals.

### Presenter lists (Section B)

Paper ID	Topics
A117	Evaluation management and intervention of psychological crisis among college students.
A118	Master thesis in business administration factors influencing the choice of a bank.
A119	Practical exploration of project teaching method in the course of "advertisement planning and creativity" in higher vocational education.
A120	Analysis of the development trend of best express.
A121	Research on the management of state-owned assets in the transformation of scientific and technological achievements of public universities in China.
A122	Research on development planning of Liuzhou railway logistics park.
A123	Research on the optimization design of teacher performance evaluation index system in private higher vocational colleges-taking Quanzhou college of technology as an example.

### Presenter lists (Section C)

Paper ID	Topics
A124	Research on the marketing strategy of fashion brands under the background of sustainable consumption mode -taking Prada as an example.
A125	The dilemma and countermeasures of We-media information communication management.
A126	Investigation and research on employees' salary satisfaction in Dazhang industry Co., Ltd.
A131	Research on sustainability assessment of urbanization policy based on Urban conditions in China.
A133	Research on customer relationship management model.
A134	Research on the impact of output of technological innovation on the development quality of emerging sectors of strategic importance.
A135	The construction and application of six directions integrated teaching mode in college computer course teaching management.



## Virtual Room 1 (28 November 2021)

Zoom Meeting ID: 836 0776 5917

Passcode: 696024

### Presenter lists (Section A)

Present Time	Paper ID	Name - Surname
11.00 - 12.00	A136	Ms. Jia Li
	A137	Mr. Yongliang Zhang
	A138	Mr. Haichao Wang
	A139	Ms. YanPing Zhu
	A140	Mr. Guangxuan Chen
	A141	Mr. Zijia Luan

### Presenter lists (Section B)

Present Time	Paper ID	Name - Surname
13.00 - 15.00	A142	Mr. Qingpan Wang
	A143	Mr. HongTao Jin
	A145	Ms. Ding Hong
	A146	Ms. Jingnan Zhao
	A147	Mr. Huantian Liu
	A148	Ms. Guonyu Dong
	A149	Mr. Dongyue Yang

### Presenter lists (Section C)

Present Time	Paper ID	Name - Surname
15.15 - 17.30	A150	Ms. Chunxia Zhang
	A152	Ms. Jingyi Xu
	A153	Mr. Fei Wang
	A154	Ms. Peizhi Shen
	A155	Mr. Zhongqi Zhang
	A156	Mr. Weizhi Wang
	A157	Ms. Bing Liu

**Chairman:** Assistant Professor Dr. Chaiyanant Panyasiri

**Co-Chairman:** Dr. Li Ning

**Coordinator:** Mr. Liu Jinza

## Virtual Room 1 (28 November 2021)

### Presenter lists (Section A)

Paper ID	Topics
A136	The existing problems and coping strategies of accounts receivable of small and medium-sized enterprises in China.
A137	A study on employee's career adaptability: the influences of individual and organizational career management.
A138	Exploring the regulation of cryptocurrencies in China-global regulation based on crypto currency decentralization.
A139	Research on 3+2 middle and higher vocational education talents training mode in inner Mongolia.
A140	Explore the role of business administration in corporate strategy development of logistics: SF express Co.,Ltd.
A141	Research on marketing strategy of Xiaomi mobile phone in Europe.

### Presenter lists (Section B)

Paper ID	Topics
A142	Applied research on the talent training model of "career flight" in the new era-taking vocational college of Fujian province as an example.
A143	Enterprise legal cost management.
A145	Exploration and practice of mixed teaching in packaging design.
A146	Research on brand positioning and strategic of enterprises against the background of the rise of Chinese national culture trend.
A147	Operation mode analysis and economic.
A148	Analysis of the development strategy of Unigroup group.
A149	Study on the influence of green trade barrier on China's agricultural export.

### Presenter lists (Section C)

Paper ID	Topics
A150	Ways to improve the level of financial management in colleges and universities.
A152	Research on the ideological and political construction of university courses.
A153	Research on business environment of China.
A154	Analysis on the study of students' self-management in higher vocational colleges.
A155	Conditions of sale cartel - analysis of bull antitrust case.
A156	Research on online teaching during the epidemic in Quanzhou light industry vocational college.
A157	Strategic development of bloomage biotech Co., Ltd.



## Virtual Room 2 (28 November 2021)

Zoom Meeting ID: 842 5133 9962

Passcode: 385308

### Presenter lists (Section A)

Present Time	Paper ID	Name - Surname
11.00 - 12.00	A158	Ms. Xingyu Xu
	A159	Mr. Weiping Meng
	A160	Ms. Qiumei Xie
	A161	Ms. Yining Xu
	A162	Mr. Zhaoli Yu
	A163	Ms. Yarong Hong

### Presenter lists (Section B)

Present Time	Paper ID	Name - Surname
13.00 - 15.00	A164	Mr. Guangqian Hong
	A165	Ms. Binbin Yang
	A166	Ms. JunJie Qin
	A167	Mr. Changwei Li
	A168	Ms. Yingrui Liu
	A169	Mr. Tiefeng Wu
	A170	Ms. Guixiang Yang

### Presenter lists (Section C)

Present Time	Paper ID	Name - Surname
15.15 – 17.30	A171	Mr. Xuezhi Chen
	A172	Ms. Xiayi Zhang
	A173	Mr. Shaobin Li
	A174	Mr. Xianda Zeng
	A175	Ms. Zhixi Lin
	A176	Ms. XiaoHua Lin
	A177	Mr. Bin Wang

**Chairman:** Dr. Sarun Widtayakornbundit

**Co-Chairman:** Ajarn.Jidapa Chollathanrattanapong

**Coordinator:** Mr. He Lu

## Virtual Room 2 (28 November 2021)

### Presenter lists (Section A)

Paper ID	Topics
A158	Research on optimization of customer relationship management of beauty salons.
A159	Organizational culture and employee innovativeness - a study on the relationship between organizational culture and innovation in the united kingdom.
A160	"A study on improving social service capacity of higher vocational colleges in Fujian province under the perspective of "double high-level plan".
A161	Research on the status quo of employee loyalty in bank of China branch.
A162	The Impact of social responsibility on the performance of organizations in the manufacturing sector: a case of Johnson & Johnson.
A163	On the application of task-driven method in the teaching of non-linear editing in higher vocational colleges.

### Presenter lists (Section B)

Paper ID	Topics
A164	Thoughts on encouraging private college graduates to join the army in the post-epidemic era.
A165	Research on the optimization of teaching management of maker education in colleges and universities.
A166	The influence of transformational leadership on enterprise's innovative capacity.
A167	Analysis on the control and countermeasures of aviation fuel cost airlines in China -case study based on china eastern airlines.
A168	Research on the marketing strategy optimization of ctrip air ticket products.
A169	Research on farm online marketing strategy.
A170	On the international marketing strategy of my country's small and medium-sized enterprises.

### Presenter lists (Section C)

Paper ID	Topics
A171	Inamori management ethics thought and Chinese management theory perfect and reality practice the enlightenment of development.
A172	On the infiltration and integration of aesthetic education in the educational management of private colleges and universities.
A173	Study on the advantages and disadvantages of offline stores in the international business management market.
A174	Research on the countermeasures to enhance the cultural confidence of college students with Chinese excellent traditional culture.
A175	Research on the reform plan and implementation of graphic design course under the background of "cultural creative industry".
A176	A study on the influencing factors of online learning effect of vocational college students in the context of covid-19.
A177	Research on the promotion of enterprise value through continuous M&A based on resource-based theory.



**Virtual Room 3 (28 November 2021)**  
**Zoom Meeting ID: 830 1701 8135      Passcode: 505909**

**Presenter lists (Section A)**

<b>Present Time</b>	<b>Paper ID</b>	<b>Name - Surname</b>
<b>11.00 - 12.00</b>	A178	Ms. Xiaonan Wu
	A179	Mr. Yuntao Wu
	A181	Ms. QianQing Wang
	A182	Ms. Li Li
	A183	Mr. Zhixiang Yu
	A184	Mr. Jifeng Yuan

**Presenter lists (Section B)**

<b>Present Time</b>	<b>Paper ID</b>	<b>Name - Surname</b>
<b>13.00 - 15.00</b>	A185	Mr. Tianhao Liu
	A187	Mr. Xiyao Zhang
	A188	Ms. Qian Liu
	A189	Ms. Wenjing Song
	A190	Mr. Zhuang Guo
	A191	Ms. Yitong Liu
	A192	Ms. Xuan Zheng

**Presenter lists (Section C)**

<b>Present Time</b>	<b>Paper ID</b>	<b>Name - Surname</b>
<b>15.15 - 17.30</b>	A193	Mr. Wentan Wu
	A194	Mr. Yuming Chen
	A196	Ms. Xiaoyu Xu
	A197	Mr. Sihan Wang
	A198	Ms. Yiping Tian
	A200	Mr. Zhengda Li
	A201	Ms. Xiaoxi You

**Chairman:** Associate Professor Dr. Shang Hongyan  
**Co-Chairman:** Dr. Zhang Li  
**Coordinator:** Mr. Zhang Zhao



## Virtual Room 3 (28 November 2021)

### Presenter lists (Section A)

Paper ID	Topics
A178	Research on Salary Satisfaction of Quanqin mechanical and electrical equipment Co., Ltd.
A179	The impact of cross-cultural conflict on the overseas market development of private enterprises.
A181	Research on the effect of participative leadership style on the organizational performance at Sainsbury's.
A182	Research on the path of integrating the excellent traditional culture of the Chinese nation into the moral education in colleges and universities.
A183	Research on marketing strategy optimization.
A184	Research on countermeasures for improving employee incentive mechanism.

### Presenter lists (Section B)

Paper ID	Topics
A185	Research on the implementation effect of financial strategy in new oriental education group.
A187	A comparative study on the elements of sustainable development of higher education between China and the United States.
A188	Research on obstacles and measures in organizational communication management.
A189	A research on the cultivation strategies of senior high school students' awareness of rule of law.
A190	Influencing factors of mobile banking on customer satisfaction to reach a sustainable development.
A191	On development strategy of Weifang higher vocational colleges based on SWOT analysis - takes a vocational and technical college in Weifang as an example.
A192	Research on risk control of SZ company's new energy vehicle leasing business.

### Presenter lists (Section C)

Paper ID	Topics
A193	Psychological career resources, job-hunting stress and satisfaction of key competencies among Chinese university students.
A194	Research on localization of multinational corporations in Indian market - taking Xiaomi as an example.
A196	Research on the development status and competitiveness of the transportation industry.
A197	Research on ideological and political Education management from the perspective of public opinion in colleges and universities.
A198	Exploration on the application of educational psychology principle in higher vocational education - Take the Pygmalion effect as an example.
A200	Research on financing difficulties of small and micro enterprises from the perspective of commercial banks.
A201	Some electrical appliances marketing strategy.



**Virtual Room 4 (28 November 2021)**  
**Zoom Meeting ID: 823 5313 8411      Passcode: 728637**

**Presenter lists (Section A)**

<b>Present Time</b>	<b>Paper ID</b>	<b>Name - Surname</b>
<b>11.00 - 12.00</b>	A202	Ms. Wenqing Song
	A203	Mr. Zhanwen Liu
	A204	Mr. Shaohua Lin
	A205	Mr. Junmao Yang
	A206	Mr. Jie Li
	A207	Ms. Xiaoyang Liu

**Presenter lists (Section B)**

<b>Present Time</b>	<b>Paper ID</b>	<b>Name - Surname</b>
<b>13.00 - 15.00</b>	A208	Mr. Haizhuang Su
	A209	Mr. Shiwen Song
	A210	Ms. Danyan Zheng
	A211	Mr. Guoqi Li
	A212	Mr. Gang Liu
	A213	Ms. Min Luo
	A214	Mr. Xin Liu

**Presenter lists (Section C)**

<b>Present Time</b>	<b>Paper ID</b>	<b>Name - Surname</b>
<b>15.15 - 17.30</b>	A215	Ms. Hao Li
	A216	Mr. Qi Jin
	A217	Mr. Haipeng Li
	A218	Mr. Liangliang Liu
	A219	Ms. Caibin Chen
	A220	Mr. Yawei Wang
	A221	Ms. Xiaona Zhou

**Chairman:** Dr. Nong Renyuan  
**Co-Chairman:** Dr. Gan Lu  
**Coordinator:** Mr. Guo Xiaoxi

## Virtual Room 4(28 November 2021)

### Presenter lists (Section A)

Paper ID	Topics
A202	The influences of marketing mix (7ps) and brand image on consumers' purchase intention: case study of Huawei mobile phone in Haidian district, Beijing, China.
A203	Research on brand loyalty of commercial banks based on corporate social responsibility.
A204	Innovation and development trend of logistics model in cross-border electronic commerce.
A205	GlaxoSmithKline China vaccine marketing strategy research.
A206	The application of game teaching method in dance education of preschool education under the background of vocational education reform.
A207	Selection methods and evaluation of human.

### Presenter lists (Section B)

Paper ID	Topics
A208	Exploring the current situation and future trends of cross-border e-commerce development in China.
A209	Research on the quality evaluation system of undergraduate Thai teaching for Chinese student in Thailand colleges and universities -case study of 3 province in northern Thailand.
A210	Discussion on the reform of basic color course in higher vocational colleges.
A211	Analysis on international entrepreneurial strategy of Chinese private enterprises.
A212	Talking about the reform and innovation of enterprise marketing management in the information age.
A213	Briefly on the definition, value, management of brand in business.
A214	Study on SME employee training issues.

### Presenter lists (Section C)

Paper ID	Topics
A215	Research on the management of amateur piano education in Shandong province.
A216	Understand the relationship between corporate social responsibility and the organization's existing corporate culture.
A217	Analysis on the development trend of hotel management.
A218	On the ways to improve the employability of graduates under the differentiated training mode of private colleges and universities in China.
A219	Research on the status quo of small children's art training institutions outside school - take Xiang an Qingmiao painters children's art training institution as an example.
A220	Research on gree air conditioning marketing strategy.
A221	The Impact of organizational culture on corporate performance of multinational enterprises. a case of the Hewlett - Packard company.

**Virtual Room 5 (28 November 2021)**  
**Zoom Meeting ID: 884 1295 7584      Passcode: 316582**

**Presenter lists (Section A)**

Present Time	Paper ID	Name - Surname
11.00 - 12.00	A223	Mr. Youmo Tan
	A224	Ms. Lina Wang
	A225	Mr. Wei Song
	A226	Mr. Minggang Cao
	A227	Mr. Zhiqin Huang
	A228	Mr. Xue Qiang Zhang

**Presenter lists (Section B)**

Present Time	Paper ID	Name - Surname
13.00 - 15.00	A229	Mr. Jinzhong Cai
	A230	Mr. Finglei Yang
	A231	Mr. Shuncong Xiong
	A232	Mr. Wanli Deng
	A233	Mr. Zheng Zhao
	A234	Ms. Liwen Fang
	A235	Mr. Wenliu Zhou

**Presenter lists (Section C)**

Present Time	Paper ID	Name - Surname
15.15 - 17.30	A237	Ms. Caixia Sun
	A238	Ms. Ting He
	A239	Ms. Feng Ma
	A240	Ms. Zhengjun Wang
	A241	Ms. Xiaoqing Ma
	A242	Ms. Yafang Guo
	A243	Ms. Xue Jing

**Chairman:** Associate Professor Dr. Ma Yue  
**Co-Chairman:** Associate Professor Dr. Qiu Chao  
**Coordinator:** Ms. Nattarika Boonkert

## Virtual Room 5(28 November 2021)

### Presenter lists (Section A)

Paper ID	Topics
A223	Research on innovative management mechanism of elderly care service model.
A224	Research on target cost management of electronic manufacturing industry.
A225	On the examination method of practice teaching for undergraduate art majors.
A226	Practice and innovation of college art education in higher vocational education management in the new era.
A227	The idea change and practice innovation in higher education.
A228	Research on the moral education of academic management in the post-epidemic era -case study of three vocational colleges in Jinan city, Shandong province.

### Presenter lists (Section B)

Paper ID	Topics
A229	Research on the strategy of training internationalized talents in higher education.
A230	On popularity of internet celebrity catering.
A231	Entrepreneurship in nonprofit organizations: taking the society of entrepreneurs & ecology as an example.
A232	Innovation education, gender differences, and innovation participation : new micro evidence from China.
A233	Research on the brand building marketing strategy of China's government service industry under the background of market economy.
A234	Research on the teaching reform of Mechanical CAD/CAM course based on "hierarchical task-driven" teaching method.
A235	A strategic study of city branding in Hainan province.

### Presenter lists (Section C)

Paper ID	Topics
A237	Leadership styles and their impact on employee engagement in the UK hospitality industry organizations.
A238	An assessment of how to achieve competitive advantage and alleviate organizational weaknesses: insight from British Airways.
A239	Construction of enterprise business management mode under the transformation of economic structure.
A240	Research on the application of traditional culture in the reform of three education of art curriculum in higher vocational colleges - taking preschool education as an example.
A241	A study on student financial aid for higher vocational education - a case study of three higher vocational colleges in Jinan city, Shandong province.
A242	Research on teaching quality management in higher vocational colleges under the background of double high plan.
A243	The influence of green trade barriers on China's agricultural exports.

## Virtual Room 6 (28 November 2021)

Zoom Meeting ID: 865 0733 5852

Passcode: 994398

### Presenter lists (Section A)

Present Time	Paper ID	Name - Surname
11.00 - 12.00	A244	Ms. Wenjing Li
	A245	Mr. Hongzhou Chang
	A246	Mr. Yewen Han
	A247	Ms. Zhihong Zhang
	A248	Ms. Xiangrong Zhu
	A249	Mr. Chunsheng Liu

### Presenter lists (Section B)

Present Time	Paper ID	Name - Surname
13.00 - 15.00	A250	Mr. Jingang Yang
	A251	Mr. Zhen Han
	A259	Ms. Haiyun Chen
	A260	Ms. Diran Xie
	A261	Ms. Chunling Fei
	A262	Mr. Yang Zhao
	A263	Ms. Yinfang Zhou

### Presenter lists (Section C)

Present Time	Paper ID	Name - Surname
15.15 - 17.30	A264	Ms. Rui Zhang
	A266	Mr. Shuodong Wang
	A267	Mr. Ding Ma
	A268	Mr. Jingtao Chi
	A275	Ms. Luxi Ren
	A276	Ms. Yue Liu

**Chairman:** Associate Professor Dr. Shi Qiang

**Co-Chairman:** Dr. Titanun Sun

**Coordinator:** Ms. Lu Guanglei

## Virtual Room 6(28 November 2021)

### Presenter lists (Section A)

Paper ID	Topics
A244	Research on learning activities of online courses based on deep learning concept.
A245	Research on international marketing strategy of China's export of new energy vehicles.
A246	Research on ways to enhance trust of international trading enterprises in the post-epidemic era.
A247	Research on the impact of macroeconomic uncertainty on household asset allocation.
A248	Research on the teaching strategies of cultivating critical thinking of marker activities in primary school.
A249	The impact of pay for performance on job satisfaction. a case study of company.

### Presenter lists (Section B)

Paper ID	Topics
A250	New energy industry international trade paper.
A251	Effects of partnership quality on outsourcing success from perspective of service providers: empirical studies on translation service organizations in China.
A259	The research of management innovation on multinational telecommunication enterprises.
A260	Sustainable development challenges, problems and countermeasures of digital transformation in the post-epidemic era.
A261	Research on the Influence of Huawei's mobile phone brand image on consumers' buying behavior.
A262	The effects of e-retail supply chain on community food products in times of covid -19 of China.
A263	Research on China-Thailand trade against the trend in the crisis of pandemic and great potential of e-commerce business in the post covid.

### Presenter lists (Section C)

Paper ID	Topics
A264	Study on transforming new normal system of educational management in post covid-19.
A266	Dissertation title: the study on the non-financial reward motivation of knowledge employees in company x in China.
A267	The mediating effects of job satisfaction on role stressors and affective commitment.
A268	Organizational strategy and corporate social responsibility: the mediating effect of triple bottom line.
A275	Investigation on business strategy of hotel industry in Chengdu under the influence of epidemic situation.
A276	Research on the construction of industry-education integration innovation ecosystem in higher vocational colleges from the perspective of digital economy.