



# The 1<sup>st</sup> Thailand-Sino International Conference and The 17<sup>th</sup> National and International Academic Conference “INNOVATION AND MANAGEMENT FOR SUSTAINABILITY”

**Dates:** 14 - 16 November 2024

**Location:** Thai Chinese Chamber of Commerce 43 Thai C.C. Tower 9th Fl., South Sathon Rd., Yannawa, Sathon, Bangkok 10120, Thailand.

## Agenda for 14 November 2024 (Thai Chinese Chamber of Commerce)

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|---------------|---|
| 14:00 – 15:00 | Guests arrive at the venue for registration.<br>Participants will be bused to SCCC Guanghua Hal.  |
| 15:30-15.35   | Hosts announce the commencement of the conference and introduce key guests.   |
| 15:35–15:40   | Speech by leaders of the Chinese Embassy in Thailand.   |
| 15:40–15:45   | Speech by Mr. Wang Bin, Vice President of Beijing Overseas Friendship Association.  |
| 15:45–15:55   | Mr. Huang Lei, Honorary President of the Greater China Beijing Hometown Association & Chamber of Commerce, delivered a speech on behalf of the sponsors and announced the opening of the conference.                                  |
| 15:55–16:05   | Mr. Cai Thanichanun, President of the Beijing Chamber of Commerce in Thailand, delivered a speech and keynote address on the transnational cooperation of global Beijingers and the sustainable development of Beijing as a hometown. |



- 16:05-16:15 Keynote Speech by Mr. Han Jie, President of the Catalonia Beijing Association, Spain - Creating a Good External Environment for the Belt and Road Construction by Taking Advantage of the Unique Strengths of Overseas Compatriots
- 16:15-16:25 Flag Handover Ceremony
- 16:30-17:45 Workshop Session: New quality productive forces and Sustainable Innovation
- 16:30-16:40 Moderator Introduces the Seminar and Speakers
- 16:40-16:55 Speaker: Mr. Lin Chuqin, President of the THAI-CHINESE CHAMBER OF COMMERCE Topic: How to Promote Regional Sustainable Development and Technological Innovation through Sino-Thai Economic Cooperation
- 16:55-17:15 Speaker: Mr. Wang Ping, Senior Vice President, United Overseas Bank, Singapore Topic: “Financial Innovation Driving New Quality Productivity: Challenges and Opportunities for Sustainable Development”
- 17:15-17:30 Speakers Bangkok Bank, Thailand- “Thailand's Role in Regional Economic Integration: Financial Support and Cross-Border Cooperation”
- End of Seminar



## Agenda for 15 November 2024 (Siam University)

### Parallel Session A Venue: 19-305, 3<sup>th</sup> Floor

Time Slot	Paper ID	Presenter Name
09:00	A004	Ms. Nguyen Thi Hoa My
09:15	A014	Ms. Krittaporn Lasuai
09:30	A015	Mrs. Charline Bourdin
09:45	A019	Ms. Mi Mi
10:00	A020	Mrs. Su Mutra
10:15	A033	Mrs. Moe Moe Myint
10:30	A034	Mr. Wai Yan Ko
10:45	A047	Mr. Henri Samuli Marsyla
11:00	A068	Mr. Guo Xihang
11:15	A076	Mr. Li Xinyu
11:30	A080	Mr. Yue Zhen
11:45	A102	Mr. Ping Wei Lin
12:00	A106	Mr. Hsu Ting Cheng
12:15	A119	Mr. Sai Aung Khaing Phyo

**Session Chair:** Dr. Warangrat Nitiwanakul

**Co-Chair:** Dr. Teetima Piyasirisilp

**Coordinator:** Mr. Ronnaphob Maniphongses

*Note:* Each presentation is allocated 10 minutes, followed by a 5-minute Q&A.



## Parallel Session B

Venue: Room 19-1002, 10<sup>th</sup> Floor

Time Slot	Paper ID	Presenter Name
09:00	A018	Mr. Ji Yunsheng
09:15	A022	Ms. Deng Sihui
09:30	A023	Mr. Ni Gang
09:45	A024	Ms. Mao Yaxin
10:00	A025	Ms. Liu Yue
10:15	A026	Ms. Lin Hui
10:30	A027	Mr. Guo Shize
10:45	A030	Mr. Xu Dongsheng
11:00	A031	Mr. Liu Ping
11:15	A032	Mrs. Liu Yaping
11:30	A037	Ms. Pan Qiuxiang
11:45	A038	Ms. Shi Keyao
13:00	A039	Mrs. Liu Xiaofeng
13:15	A040	Mr. Guo Zheng
13:30	A041	Mr. Bao Lei
13:45	A042	Mr. Chen Ziang
14:00	A043	Mr. Yang Zhipeng
14:15	A044	Mrs. Liu Xiaohua
14:30	A045	Mr. Xue Yang
14:45	A046	Mrs. Wu Peiwen
15:00	A048	Ms. Zheng Yang
15:15	A049	Ms. Chen Jingxuan
15:30	A051	Mr. Tang Jiaren
15:45	A052	Mr. Zhang Jie
16:00	A053	Mr. Li Shuo
16:15	A054	Ms. Xiang Linhui
16:30	A057	Mr. Li Jingmin

**Session Chair:** Dr. Sarun Widtayakornbundit

**Co-Chair:** Dr. Jidapa Chollathanrattanapong

**Coordinator:** Mr. Lu Guangmao

*Note:* Each presentation is allocated 10 minutes, followed by a 5-minute Q&A.



## Parallel Session C

Venue: Room 19-1006, 10<sup>th</sup> Floor

Time Slot	Paper ID	Presenter Name
09:00	A061	Ms. Xu Ning
09:15	A062	Mr. Zhao Hetiancheng
09:30	A064	Mr. Yan Xiao
09:45	A065	Mr. Zhang Haochen
10:00	A066	Mr. Zhou Yongqi
10:15	A067	Ms. Li Huiran
10:30	A069	Ms. Ai Fu
10:45	A070	Mrs. Chen Yunsheng
11:00	A071	Mr. Luo Chen
11:15	A073	Ms. Qian Yunru
11:30	A074	Mr. Zhang Xueqin
11:45	A075	Mr. Ni Yaozu
13:00	A078	Ms. Wu Xian
13:15	A086	Ms. Wang Yilin
13:30	A088	Ms. Fu Yanni
13:45	A089	Ms. Zu Qianyi
14:00	A091	Ms. Chen Fangping
14:15	A092	Ms. Liu Qian
14:30	A093	Ms. Lin Yulian
14:45	A094	Mr. Huang Keyu
15:00	A097	Ms. Cheng Liyun
15:15	A098	Mr. Li Zhaodong
15:30	A101	Mr. Fu Ze
15:45	A104	Mrs. Yang Yanqin
16:00	A105	Mr. Wu Shufang
16:15	A109	Mr. Bincan Tang
16:30	A110	Ms. Liu Yijia
16:45	A120	Mrs. Ye Xiaomei

**Session Chair:** Assoc. Prof. Dr. Chaiyanant Panyasiri

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

**Coordinator:** Mr. Zhang Zhao

*Note:* Each presentation is allocated 10 minutes, followed by a 5-minute Q&A.



## Agenda for 16 November 2024 (Virtual Room)

**Join a team with a code: 486 544 957 863**

**Passcode: DCdrRc**

### Parallel Session D

Time Slot	Paper ID	Presenter Name
09:00	A021	Mr. Wang Zhenxu
09:15	A028	Ms. Jia Duofen
09:30	A029	Ms. Kang Yaqi
09:45	A035	Mr. Xiang Weilin
10:00	A036	Mr. Cui Lufei
10:15	A050	Ms. Liu Wei
10:30	A055	Ms. Tan Yuwei
10:45	A056	Mr. Jia Lei
11:00	A058	Mr. Tong Wenhao
11:15	A059	Ms. Xu Lu
11:30	A060	Mr. Yang Chenglong
11:45	A063	Mr. Li Xiaoyang
12:00	A072	Mr. Li Qingfeng
13:00	A077	Mrs. Chen Haiyun
13:15	A079	Mr. Wang Bin
13:30	A081	Mrs. Hu Yanhua
13:45	A082	Mr. Zhang Sen
14:00	A083	Mrs. Wang Min
14:15	A084	Ms. Zhang Na
14:30	A085	Ms. Zhang Ni
14:45	A087	Mr. Zhu Wenbo
15:00	A090	Mrs. Sun Xiaotong
15:15	A095	Mr. Liu Jie
15:30	A096	Ms. Bi Chunhui
15:45	A099	Ms. Sun Mengqi
16:00	A100	Dr. Wei Xiang
16:15	A103	Ms. Gao Ruohan
16:30	A107	Ms. Wang Yihua



16:45	A108	Ms. Wang Mengli
17:00	A111	Mr. Liu Hu
17:15	A112	Mr. Zhao Wei
17:30	A113	Ms Niu Xiaodi
17:45	A114	Mr. Xu Shiming
18:00	A115	Ms. Yin Jiaxin
18:15	A116	Ms. Xu Qinglin
18:30	A117	Ms. Zhang Ke
18:45	A118	Mr. Zou Jian
19:00	A121	Mr. Xu Xiongbo
19:15	A122	Ms. Li Xuanru
19:30	A123	Mr. Chen Haosen

**Session Chair:** Assoc. Prof. Dr. Chaiyanant Panyasiri

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

**Coordinator:** Mr. Zhang Zhao

*Note:* Each presentation is allocated 10 minutes, followed by a 5-minute Q&A.



## Parallel Session A

- A004 A Study of The Key Factors of Purchase Intentions on Green Products in Thailand
- A014 Factor Affecting Customer Satisfaction with Product Purchase Between Instagram and Tiktok Application
- A015 The Impact of Organizational Behavior on Generation Z Preferences, Performance, and Job Satisfaction
- A019 Study of Agricultural Technologies by Using Artificial Intelligence (AI) in Rice Production
- A020 The S.W.O.T Analysis of The Competitive Strategy of Thailand's Textile and Garment Industry
- A033 Employee Well- Being and Remote Work in Digital Age
- A034 The Analysis of 7Ps Service Marketing Mix Affecting Customer Intention in Thailand's Cosmetic Industry
- A047 A Study of the Leadership Styles and Their Impact on Employee Performance
- A068 The Marketing Strategy of Tesla in China
- A076 Toyota's Customer Loyalty Intention in Thailand
- A080 Research on the Expansion and Development Strategy of BYD Electric Vehicles in Chinese Market
- A102 The Study of Key Factors Effect of Golf Tourism Intention in Thailand
- A106 The Real Estate Market of Thailand
- A119 The Influence of Social Media and Travel Influencers on Generation Z's Perception of Thailand as a Tourism Destination

## Parallel Session B

- A018 The Influencing Factors of Financial Risk Management of Shanghai Wei Lai Automobile Company
- A022 The Factors Influencing Teacher Turnover in Wuxuan Experimental Primary School
- A023 The Influencing Factors of Li Ning's Sports Brand Internationalization Strategy
- A024 The Factors Influencing College Students' Learning Motivation: A Case Study of Yunnan University of Finance and Economics
- A025 The Influence of Psychological Needs and Social Environment on Students' Academic Engagement - A Case Study of Yunnan Business Vocational College
- A026 The Impact of Maslow's Hierarchy of Needs Theory on Mental Health Education System of Nanjing Commercial College
- A027 A Study of Xiaomi's Competitiveness in Thailand
- A030 Factors Influencing Consumer Purchase Intentions of Mixue Ice Cream and Teain Henan, China
- A031 The Influencing Factors of Brand Value Enhancement of Changan Automobile Company
- A032 The Influencing Factors of Product Marketing Strategy of ANTA
- A037 The Impact of Digital Transformation of Wuliangye Company on Corporate Financial Performance
- A038 The Impact of Equity Incentives on the Financial Performance of Gree Electric Appliances Co., Ltd. of Zhuhai





- A039 A Case Study of the Impact of Corporate Governance on Financial Performance of Lianhua Technology
- A040 A Case Study of the Impact of Digital Marketing Strategies on Brand Expansion of Haoyun E Commerce
- A041 An Analysis of the Impact Mechanism of Live-streaming Marketing on College Students' Purchase Intentions in China
- A042 Research on Consumer Purchase Intention, Taking Miniso as an Example
- A043 An Analysis of the Factors Influencing Customer Loyalty in the Express Delivery Industry - A Case Study of SF Express in Xinxiang, Henan Province, China
- A044 The Factors Influencing Financial Risk Management of Sany Heavy Industry Company
- A045 Factors Influencing Customer Loyalty in Online Airline Ticket Booking-A Case Study of the Fliggy OTP Platform
- A046 The Mental Health Management of High School Teachers in Weishan County, Yunnan Province, China
- A048 A Study of the Impact of Financial Reporting Quality on Investor Confidence in Tesla Inc
- A049 The Impact of The 4ps Marketing Theory On Cha Baidao Marketing Revenue
- A051 A Case Study of The Impact of Market Entry Strategies on International Growth Of Tianhua Electronics
- A052 The Impact of Fintech Service Use Behavior on Quality Of Life: Perspectives From University Students
- A053 Analysis on the current status of characteristic majors in higher vocational colleges in China under the background of industry-education integration
- A054 The Influencing Factors of Credit Risk Management of Small and Micro Enterprises of Jiao Tong Bank in Guangxi Nanning
- A057 The Impact of Fintech Service Use Behavior on Quality of Life: Perspectives from University Students in Jinan, Shandong Province, China

### **Parallel Session C**

- A061 Analysis of the Career Adaptation of Students in Beijing College of Finance and Commerce based on the Multidimensional Perspective
- A062 The Impact of Employee Training in Chinese SME on Training Effectiveness – A Case Study of Xi'an, Shaanxi Province, China
- A064 The Impact of the Douyin Platform on Consumer Purchasing Behavior - A Case Study of Eating Broadcast
- A065 Study on The Impact of HRBP Competency Modeling on Employee Satisfaction - A Case Study of Climaveneta Company
- A066 The Impact of Brand Experience on the Purchase Intention of the New Generation of Consumers: A Case Study of Changqing University Town
- A067 The Factors Affecting the Ideology and Moral Level of Left-Behind Children in Rural China - A Case Study of Huangzhuang Primary School in Guoyang County, Anhui Province
- A069 The Influencing Factors of Academic Self-Efficacy of Students in Hexi College
- A070 Research on the construction and application of data-driven evaluation system of scientific research achievements in regional private colleges and universities



- A071 The Influencing Factors of Brand Strategy of Xiang Dian Heavy Equipment Company
- A073 The Factors Influencing Yhe Quality of Classroom Learning - A Case Study Of Kunming Medical University
- A074 Marketing Strategy of Haidilao in Hangzhou Xixi Impression City Branch
- A075 The Impact of Manufacturing Intelligence on Consumers' Purchasing Intentions: A Case Study of Haier in China
- A078 The Significance and Role of Shantang Culture in the Overseas Dissemination of Chinese Folk Beliefs—A Case Study of Shantang Culture in Thailand
- A086 The Influencing Factors of Financial Risk Management in Shanghai General Motors Company
- A088 The Impact of Corporate Governance Structure on Financial Performance ——A Case Study of Alibaba Group
- A089 Study on the Influence of Precision Marketing on Customer Loyalty—A Case Study of the WeChat
- A091 The Factors of Performance Appraisal of Small and Medium-sized Property Management Enterprises-A Case Study of Huisheng Real Estate Company
- A092 The Impact of UNIQLO's Brand Image on Chinese Consumers, Purchase Intention
- A093 The Influencing Factors of Green Development of Small and Medium-sized Manufacturing Enterprises in Western China - A case study of Guilin Shida Technology Company
- A094 The Marketing Strategy Analysis of New Energy Vehicles in China - A Case Study of ORA Company
- A097 Case Study on Financing for Small and Micro Enterprises through Financial Technology Services ——Taking the "Xinyi Loan" Platform as an Example
- A098 Research on Enhancing E-commerce Students' Employability Through Employment Competency in Vocational Colleges
- A101 A Study on the Impact of Top Management Team on the Disclosure of Internal Control Deficiencies
- A104 Analysis of Financing Channels and Strategies for Small-Scale Enterprises: The Case of Beijing Nan Hot Pot Food Chain Company
- A105 Research Analysis and Proposals on Financial Management of Small-Scale Enterprises: A Case Study of Tangjiu Convenience Store Chain Company
- A109 The Marketing Strategy of Trendy Toys—A Case Study of Pop Mart
- A110 A Study on the Factors Influencing Customer Satisfaction at China CITIC Bank Credit Card Center
- A120 Research on Financial Management Optimization Based on Performance Management Theory—Taking Nanning University as an Example

## Parallel Session D

- A021 Survey on Satisfaction of New Media Teaching Classroom in Colleges and Universities—Taking a Certain University as an Example
- A028 The Influencing Factors of Instructors' Self Efficacy in Universities in Shandong
- A029 The Influencing Factors of Entrepreneurial Skills for Students at Application Oriented Universities in Central China



- A035 Research on the Implementation Path of Ideological and Political Education for College Students under the Background of Artificial Intelligence
- A036 The Factors Influencing Consumer's Purchase Intentions on Short Video E - Commerce Platforms — A Case Study of TikTok Shop
- A050 The Financial Strategy of Jiugang Group Based on The Corporate Life Cycle
- A055 The Impact of Undergraduate College Students Financial Management Competence on Career Growth -- A Case Study of Beijing China
- A056 The Impact of Fintech Popularization and Application on Campus Consumption Patterns in Chinese Colleges and Universities
- A058 The Effect of Financial Literacy Level on Financial Management Skills of Undergraduate College Students --Taking Xi'an City, Shaanxi Province, China, as an Example
- A059 A Case Study on the Impact of Apple s Capital Structure on Firm Performance
- A060 Problems and Suggestions for Improving Career Planning Ability of Higher Vocational Students in Jinhua Institute of Vocational and Technical Sciences.
- A063 Study on Short Video User Interest and Behavior in the Context of Digitalization
- A072 A study on the Effect of Perceived Superior Trust on Employees' Voice Behavior -With Self-Efficacy as a Mediating Variable
- A077 Effect of Green Human Resource Management on Corporate Environment Performance in Chinese Telecommunications Enterprises
- A079 Challenges of Global Economic Recovery Post-Pandemic and Opportunities for the Promotion of the Chinese Language
- A081 Overview of Chinese Teaching in Thailand High-Level Education and its Problems
- A082 A Brief Research on the Inheritance and Development of Traditional Chinese Culture in Phuket, Thailand
- A083 The Effects of Personal Attitudes and Preferences on Sharing Economy Acceptance Among Chinese Undergraduate College Students
- A084 Effects of Psychological Contract on Adjunct Instructors' Organizational Commitment in Private University in Shandong Province of China
- A085 Discussion of the Issue of Hypocrisy from Xunzi's "Transforming the Inborn Nature and Developing the Acquired Nature
- A087 Marketing strategy analysis of GRAB takeout platform in Thailand
- A090 The Influencing Factors of Teachers' Innovative Performance in Private Higher Vocational Colleges in Shandong Province
- A095 The Impact of University-Enterprise Cooperation on Students' Perception of Employment Ability in the Era of New Quality Productivity
- A096 The Effects of Digital Technology on Administrative Effectiveness in Private Universities in Shandong Province China
- A099 Analysis of Influencing Factors of Innovation Ability of Art and Design College Students
- A100 Psychological Contract Impact on Work Engagement: Enhancing Quality and Productivity Among Teachers in China
- A103 Research On Factors Influencing Rural Primary School Chinese Language Teacher's Information Technology Application Ability
- A107 Motivation and effect of corporate social responsibility accounting information disclosure
- A108 A Study of BYD's Profitability Based on Dupont Analysis
- A111 Innovative Library Promotes the Development of Lifelong learning in China



- A112 Study on the Distinctive Development Path of Applied Undergraduate Education In China's Private Higher Education Institutions: A Case Study of Xi'an Peihua University
- A113 Influence of Strengthening Enterprise Internal Control on Heilongjiang Beidahuang Agricultural Co., Ltd.
- A114 Study on the Influencing Factors of Performance Management of Teachers in Public Universities - A Case Study of Sichuan University of Science and Engineering
- A115 The Impact of the Exchange Rate Between Thai Baht and RMB on the Development of Thailand's Tourism Industry During the Thailand 4.0 Strategy
- A116 Analysis of Competitive Strategies of Chinese New Energy Vehicle Enterprises in the International Market - Taking Xiaomi Automobile as an Example
- A117 A Study of the Factors Influencing Women's Ostentatious Consumption – Based on Lululemon's Marketing in China
- A118 Cultural Integration Through Peer Support: A Study on International Students' Learning Commitment in Traditional Chinese Medicine
- A121 Enhancing the Continuous Learning Intentions of Adult Learners, Methodologies for the Digital Transformation of Learning Resources in Vocational Colleges
- A122 An Empirical Study on the Impact of Social Media Marketing on Consumer Purchase Intention- Based on the SOR Theory
- A123 Factors affecting Wal-Mart's International Market Strategy