



NATIONAL AND INTERNATIONAL ACADEMIC CONFERENCE CREATING A SHARE-VALUED AND INNOVATION FOR SUSTAINABILITY

Agendas (18 January 2023) at Eastin Grand Hotel Sathorn

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| 08.30 - 09.00 | Register at Surasak 2 & 3 Room, 11 th Floor |
| 09.00 - 09.40 | Welcoming Remark by Organizing Institutions <ul style="list-style-type: none">- Professor Dr. Cheah Horn Mun
Assistant Provost & Dean - College of Interdisciplinary & Experiential Learning, Singapore University of Social Sciences- Associate Professor Dr. Jomphong Mongkhonvanit
Vice President and Dean of MBA Program, Siam University- Assistant Professor Dr. Prapaporn Tivayanond Mongkhonvanit
Dean, School of Global Studies, Thammasat University |
| 09.40 - 10.00 | Opening Speech by Dr. Pornchai Mongkhonvanit
President of Siam University |
| 10.00 - 10.30 | “Make Thailand competitive through good education”
Keynote Speech by Dr. Teerakiat Jaroensettasin
Chairman of the Governing Board, The Newton Group
Former Minister of Education, Thailand |
| 10.30 - 12.00 | Parallel Session (A) at Surasak 2 Room, 11 th Floor
Parallel Session (B) at Surasak 3 Room, 11 th Floor
Parallel Session (C) at Chongnonsi Room, 12 th Floor
Parallel Session (D) at Saladaeng Room, 12 th Floor
Parallel Session (E) at Ratchadamri Room, 12 th Floor |
| 12.00 - 13.00 | Buffet Lunch at the Glass House, 5 th Floor |

- 13.00 - 16.00 Parallel Session (F) at Surasak 3 Room, 11th Floor
 Parallel Session (G) at Chongnonsi Room, 12th Floor
 Parallel Session (H) at Saladaeng Room, 12th Floor
 Parallel Session (I) at Ratchadamri Room, 12th Floor
- 13.30 - 15.30 Microeconomics of Competitiveness Workshop
 at Surasak 2, 11th Floor
- Professor Kenneth Paul Charman
 Chair of Harvard Business School MOC, Asian Regional Chapter
 Professor of CamEd Business School, Phnom Penh
 - Associate Professor Dr. Jomphong Mongkhonvanit
 Vice President and Dean of MBA Program, Siam University
 - Mr. Vijak Sethaput
 AMD at National ITMX,
 Adjunct Professor, MBA Program, Siam University

Agendas (19-20 January 2023) (Virtual Conference)

Time	19 January 2023	20 January 2023
09.00 - 16.00	Online Parallel Session (J)	Online Parallel Session (P)
	Online Parallel Session (K)	Online Parallel Session (Q)
	Online Parallel Session (L)	Online Parallel Session (R)
	Online Parallel Session (M)	Online Parallel Session (S)
	Online Parallel Session (N)	Online Parallel Session (T)
	Online Parallel Session (O)	Online Parallel Session (U)

*** Conference dress code: business professional attire

*** Please always wear a facemask and maintain distance between yourself and others.

Parallel Sessions (A)
Surasak 2 Room, 11th Floor.

Present Time	Paper ID	Name - Surname
10.30 - 12.00	A016	Miss See Lor
	A014	Miss Warinjinya Niamkham
	A018	Miss Tatjana Depri
	A268	Mr. Puwanat Tosomparp
	A007	Miss Sheela Devi
	A254	Mr. Marvin Teschner

Chairman: Dr. Tan Eng Joo
Co-Chairman: Dr. Dianna Chang
Coordinator: Mr. Sakchai Amorntiyangkul

*** Presentation time will be 10 minutes and 5 minutes for Q&A.

Microeconomics of Competitiveness Workshop
Surasak 2 Room, 11th Floor. (13.30-15.30)

Number	Name-Surname	Number	Name-Surname
A001	Miss Zheng Shu	A254	Mr. Marvin Teschner
A002	Miss Rong Hou	A268	Mr. Puwanat Tosomparp
A003	Mr. Krishna Virkar	A005	Mr. Yi Ren
A007	Miss Sheela Devi	A006	Mr. Zhong Gengjun
A012	Mr. Min Myo Thet Tun	A011	Mr. Kaung Pyae Sone
A013	Mr. Michael Hart	A008	Mr. Cheng Yifeng
A014	Miss Warinjinya Niamkham	A184	Dr. Warit Wipulanusat
A016	Miss See Lor	A004	Mr. Baoyu Wang
A018	Miss Tatjana Depri		
A020	Miss Satreerat Koblapcharoen		

Chairman: Prof. Dr. Kenneth Paul Charman
Co-Chairman: Assoc. Prof. Dr. Jomphonong Mongkhonvanit
Co-Chairman: Mr. Vijak Sethaput
Coordinator: Mr. Sakchai Amorntiyangkul

Parallel Sessions (B)
Surasak 3 Room, 11th Floor.

Present Time	Paper ID	Name - Surname
10.30 - 12.00	A002	Miss Rong Hou
	A012	Mr. Min Myo Thet Tun
	A013	Mr. Michael Hart
	A001	Miss Zheng Shu
	A003	Mr. Krishna Virkar
	A020	Miss Satreerat Koblapcharoen
	A021	Mr. Haoming Yang

Chairman: Asst.Prof.Dr.Ampol Navavongsathian

Co-Chairman: Dr.Pattarada Rungrueng

Coordinator: Dr.Jitravee Thongtao

Parallel Sessions (C)
Chongnonsi Room, 12th Floor.

Present Time	Paper ID	Name - Surname
10.30 - 12.00	A191	Mr. Gao Chuanfeng
	A194	Miss Bao Mengxue
	A196	Miss Lyu Ruyue
	A197	Mr. Xiao Bin
	A199	Mr. Guo Zishan
	A288	Mr. Wang Feng

Chairman: Assoc. Prof. Dr. Chaivanant Panyasiri

Co-Chairman: Dr. Zhang Li

Coordinator: Mr. Zhang Zhao

*** Presentation time will be 10 minutes and 5 minutes for Q&A.

Parallel Sessions (D)
Saladaeng Room, 12th Floor.

Present Time	Paper ID	Name - Surname
10.30 - 12.00	A160	Mr. Luo Zonghao
	A126	Miss Feng Jing
	A025	Mr. Tang Peng
	A026	Mr. Meng Weiqi
	A260	Mr. Yang Zhongbin
	A290	Miss Jia Duofen
	A291	Mr. Liu Hu

Chairman: Dr. Sarun Widtayakornbundit
Co-Chairman: Dr. Jidapa Chollathanrattanapong
Coordinator: Ms.Nattharika Bunkoet

Parallel Sessions (E)
Ratchdamri Room, 12th Floor.

Present Time	Paper ID	Name - Surname
10.30 - 12.00	A005	Mr. Yi Ren
	A006	Mr. Zhong Gengjun
	A011	Mr. Kaung Pyae Sone
	A008	Mr. Cheng Yifeng
	A184	Dr. Warit Wipulanusat
	A004	Mr. Baoyu Wang

Chairman: Asst.Prof.Dr. Busaya Vongchavalitkul
Co-Chairman: Dr.Nakamol Chansom
Coordinator: Mr.Songyos Pooniam

*** Presentation time will be 10 minutes and 5 minutes for Q&A.

Parallel Sessions (F)
Surasak 3 Room, 11th Floor.

Present Time	Paper ID	Name - Surname
13.00 - 14.15	A209	Mr. Liu Tianxiao
	A289	Miss Kang Yaqi
	A138	Miss Ma Sainan
	A140	Miss Ni Weiguo
	A139	Miss Hu Jie
14.15 - 14.30	-Coffee Break-	
14.30 - 15.30	A124	Miss Hao Ying
	A265	Miss Chen Si
	A037	Mr. Fang Zhuhan

Chairman: Asst.Prof.Dr.Ampol Navavongsathian
 Co-Chairman: Dr.Pattarada Rungrueng
 Coordinator: Dr.Jitravee Thongtao

Parallel Sessions (G)
Chongnonsi Room, 12th Floor.

Present Time	Paper ID	Name - Surname
13.00 - 14.15	A113	Miss Li Xueying
	A201	Mr. Ni Shuangbo
	A204	Mr. Li Jianbin
	A206	Miss Wang Ying
	A208	Miss Zhao Xiaoqing
14.15 - 14.30	-Coffee Break-	
14.30 - 15.30	A210	Miss Zhang Xichen
	A259	Mr. Niu Shengben

Chairman: Assoc. Prof. Dr. Chaianant Panyasiri
 Co-Chairman: Dr. Zhang Li
 Coordinator: Mr. Zhang Zhao

*** Presentation time will be 10 minutes and 5 minutes for Q&A.

Parallel Sessions (H)
Saladaeng Room, 12th Floor.

Present Time	Paper ID	Name - Surname
13.00 - 14.15	A203	Mr. Liu Zhanwen
	A202	Mr. Wang Shuodong
	A212	Mr. Yi Deshuai
	A200	Miss Guan Xing
	A161	Miss Zheng Xiaojia
14.15 - 14.30	-Coffee Break-	
14.30 - 15.30	A207	Mr. Gao Xinghua
	A205	Miss Huang Wenxia
	A286	Miss Huang Wen
	A292	Mr. Yang Kewei

Chairman: Dr. Sarun Widtayakornbundit
 Co-Chairman: Dr. Jidapa Chollathanrattanapong
 Coordinator: Ms.Nattharika Bunkoet

Parallel Sessions (I)
Ratchadamri Room, 12th Floor.

Present Time	Paper ID	Name - Surname
13.00 - 14.15	A022	Mr.Kittidet Phophin
	A017	Miss Pakapun Thaveesub
	A009	Mr. Kanapoj Sangasilp
	A010	Miss Kunakorn Sricharoenwong
	A015	Miss Ruthairat Kana
14.15 - 14.30	-Coffee Break-	
14.30 - 15.30	A019	Mr. Peeranit Poomchoompol
	A270	Dr. Phairat Boonsuwan

Chairman: Asst.Prof.Dr. Busaya Vongchavalitkul
 Co-Chairman: Dr.Nakamol Chansom
 Coordinator: Mr.Songyos Pooniam

*** Presentation time will be 10 minutes and 5 minutes for Q&A.

Parallel Sessions (A)

- A016 Impact of the COVID-19 Pandemic on Hmong Community-based Tourism in Northern Thailand
- A014 The impact of social media marketing strategies on promoting SMEs sustainability.
- A018 The study of managing a multigenerational workforce in consideration of work-life-balance and employment satisfaction.
- A268 Nomophobia and its impacts on purchasing behavior in the next normal era.
- A007 Human resources (HR) and competencies toward Artificial Intelligence (AI) in organizational life.
- A254 How to reduce the impact of global financial crises in the future in Europe? Derived from economic depressions in the past.

Parallel Sessions (B)

- A002 The Way to improve Efficiency and Mutual Trust by Transforming to Remote Work.
- A012 The challenges of E-commerce and online marketing toward logistics service in Myanmar.
- A013 Quantitative Easing Economic Effects in the United States during the Covid Era.
- A001 The changes in consumer behavior and offline stores under the epidemics.
- A003 Multigenerational conflicts impact on employee engagement and job enrichment in the workplace.
- A020 Factors affecting customer readiness and loyalty in mobile banking application.
- A021 Corporate Value Evaluation of Listed Liquor Companies. Taking Kweichow Moutai as an Example.

Parallel Sessions (C)

- A191 The Optimal Weight of Intelligent Manufacturing and Management Innovation in High-tech Industry.
- A194 Research on the employment competitiveness of college graduates in Hebei Province under the new situation.
- A196 Research on the Current Situation and Management of Teaching Quality Evaluation in Higher Vocational Colleges. A Case Study of Shandong Vocational and Technical College of Commerce
- A197 Research on financial Accounting under the background of network economy. A case study of Inspur Electronic Information Industry Co., LTD.
- A199 The Effect of Job Satisfaction on Employees' Organizational Commitment in State-owned Enterprises-Shanxi Enterprises as an example.
- A288 On the Role of Principals' Leadership in the Development of Higher Vocational Schools.

Parallel Sessions (D)

- A160 Study on the Advantages and Disadvantages of Multimedia Teaching
- A126 Informatization Strategy of University Education Management based on Big Data Environment
- A025 The dilemma of creation and the analysis of box office for Chinese love movie
- A026 The analysis of third-party payment on WeChat Pay in China
- A260 Research on the influence of investment decision and manager overconfidence on enterprise investment efficiency. Take Jiangsu Shuang Xing Color Plastic New Materials Co., Ltd. as an example.
- A290 Research on the reform of general education in universities from the perspective of positive psychology
- A291 City's Study Helps the Public Library to Revitalize Its Lifelong Education Function

Parallel Sessions (E)

- A005 Tax Issues Under the Business Model of Shared Accommodation.
- A006 The crisis management of food industry during pandemics, a case study of Xiwang Food Co., Ltd.
- A011 A Study of Cashless System Digital Transformation and its Challenges During the Covid-19 Pandemic.
- A008 Is social media The New Market? Research the new market development based on social media.
- A184 A Survey of Innovation in Public Sectors.
- A004 Research on the Formation of Modern Consumerism.

Parallel Sessions (F)

- A209 Research on the Impact of Enterprise Industry Finance Integration on Performance. A Case Study of State Grid Corporation of China.
- A289 The Management Training Path of College Students Based on Innovation and Entrepreneurship Education.
- A138 Case Study of Network Advertising Design Course in Graphic Design
- A140 Clever Use of Wisdom Education to Improve the Teaching Effect of Secondary Vocational Computer Class.
- A139 Research on the Practice of Micro speech in Chinese Classroom of Secondary Vocational School.
- A124 Research On “Craftsman’s Spirit” To Improve the Learning Effect of Graphic Design Students In Secondary Vocational Colleges.
- A265 Effective Application of Computer Science and Technology in Higher Education Management.
- A037 Research on Human Resource Incentive Mechanism of Food Enterprises. Take Nanfang Food Co., Ltd. as an example.

Parallel Sessions (G)

- A113 Study on sales strategy of ZHIHU GAME advertising.
- A201 Whole-process engineering consulting services→ research on evaluation of Core competence - Nantong Jianchen Engineering Consulting Co., LTD.
- A204 Research on digital marketing strategy of e-commerce live delivery in the era of big data -- taking customer demand as an example.
- A206 Study on Balance scorecard of Beiyuan Mall.
- A208 Research on promoting part-time workers' loyalty and productivity efficiency based on effective year-end incentive strategy and social intermediary dialogue.
- A210 How to Improve Organizational Resilience in High-tech Companies in the Current International Business Environment. Based on Case of Huawei.
- A259 Research on the Construction of Employee Incentive Mechanism of Tianxia Travel Company Based on the Improvement of Enterprise Competitiveness.

Parallel Sessions (H)

- A203 Evaluation of Internal Control Quality of Accounting Firms-A Case Study of Beijing LX Accounting Firm.
- A202 Dissertation Title: The study on the non-financial reward motivation of knowledge employees in X Company.
- A212 Based on Modern Enterprise Strategy Management Theory, China Railway Guangzhou Development Strategy Research.
- A200 Research on the Marketing Strategy of Byte Dance Companies in the Internet Industry.
- A161 Research on Financial Risk Evaluation Model Based on Risk Management Theory.
- A207 Research on psychological crisis management in universities based on Employee Assistance Program (EAP). Taking Kunming Regional High School as an Example.
- A205 A study on the employment management of preschool education students in higher education institutions.
- A286 Impact of Remuneration Fairness on Enterprise Innovation in the Chinese
- A292 China Thailand Higher Vocational Education Based on the Belt and Road: Strategies for Cultivating Virtue and Talents.

Parallel Sessions (I)

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| A022 | Factors Affected to Select the Decision-making of Orange by Kerry Transportation in Yasothon Tad-thong Branch Yasothon City. |
| A017 | Investment trends and Investment decisions in the Stock Exchange of Thailand |
| A009 | Digital Payment System of Bangkok Expressway and Metro Business during Covid-19. |
| A010 | The Fundraising Risk of Initial Coin Offering (ICO) in Digital Asset. |
| A015 | Management of Non-Performing Loans (NPL) Credit Card Loans of Financial Institutions. |
| A019 | Software Industry Sustainability: Open-Source Software. |
| A270 | An Empirical Study on the Effects of Financial Risk Management to Commercial banks' performance: A case study of the Banking industry in Thailand during 2019 – 2022. |