

**ICBISS
2021**



Authorized Training
Center



เครือข่ายวิจัยประชาชน
Prachachuen Research Network



Chinese Taipei Comparative
Education Society



Taiwan Association of
Business Schools

DPU International Conference on Business Innovation and Social Sciences 2021

International Sessions



Bangkok, Thailand | 19 - 21 May 2021

DPU International Conference on Business Innovation and Social Sciences 2021

19-21 May 2021

Dhurakij Pundit University, Bangkok, Thailand



Organizers

- Dhurakij Pundit University
- Authorized Training Center
- Prachachuen Research Network
- Chinese Taipei Comparative Education Society
- Taiwan Association of Business Schools

Co-organizers

- Chinese Teachers (Thailand) Association
- Hainan Modern Education Research Institute, China
- Eastern New Mexico University, U.S.A.
- BinZhou Polytechnic, China
- Hainan Vocational University of Science and Technology, China
- Kunming University of Science and Technology, China
- National Taitung University, Taiwan
- National Chung Cheng University, Taiwan
- National Ocean University, Taiwan
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- Mae Fah Luang University, Thailand
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- Royal Melbourne Institute of Technology University, Australia
- University of Newcastle, Australia
- Yunnan Normal University College of Arts and Sciences, China
- Ningxia University, China
- Zhengzhou College of Finance and Economics, China

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Instruction of Presentation

Instructions for on-site Registration

1. Please complete online registration <https://www.wjx.cn/vj/Ymuv8y7.aspx>



2. You can register at any time during the conference.
3. Certificate of Participation will be given after your presentation by email or post after the conference.
4. Your paper ID will be required for the registration.

Instructions for Oral Presentations

Devices Provided by the Conference Organizer:

- Platform of ZOOM
- ZOOM ID will be announced on 14th May 2021 via email and the official Facebook
- Facebook: <https://www.facebook.com/DPUicbis2021/>

Materials Provided by the Presenters:

- Power Point or PDF files
- Platform of ZOOM

Duration of each Presentation (Tentatively):

- Regular Oral Presentation: 10 to 15 Minutes of Presentation and 5 Minutes of Q&A
- Keynote speech: 25 Minutes of Presentation, 5 Minutes of Q&A

Instructions for Poster Presentation

Materials Provided by the Conference Organizer:

Facebook: <https://www.facebook.com/DPUicbis2021/>

Materials Provided by the Presenters:

Posters with jpg file




A 5-minute video of oral presentation with your PowerPoint

Email your poster and video to caic_conference@dpu.ac.th

Dress Code

Please wear formal clothes or national representative clothing.

Important Note

-  The time slots assigned in the schedule are tentative. Presenters are recommended to stay for the whole session in case of any absence.
-  The conference proceeding and the certificate of presentation will be delivered to you by email or post by 30 June 2021 after the conference. The conference proceeding will be indexed in airiti Library.
-  Information service via Facebook <https://www.facebook.com/DPUicbis2021/>

Introduction for Keynote Speaker 1



Distinguished Professor Dr. Sheng-Ju Chan
Vice-President for Student Affairs
National Chung Cheng University, Taiwan

Dr. Sheng-Ju Chan, Distinguished Professor of Graduate Institute of Education and Vice President for Student Affairs at National Chung Cheng University, Taiwan and served as Director for Quality Assurance Office of Higher Education Evaluation & Accreditation Council of Taiwan (HEEACT). He is the President of Chinese Taipei Comparative Education Society and serves as executive member of the World Council of Comparative Education Societies (WCCES). His areas of special interest are higher education policy, comparative education and higher education management. He has published widely in higher education and international development education. Specialising in education in East Asia, Professor Chan is the associate editor of the *International Journal of Educational Development* published by Elsevier and he is also the co-editor of a book series, *Higher Education in Asia*, supported by Springer.

Title: Social Change and Education Diplomacy in the Asia Pacific

Abstract: Along with the dramatic transformation of political, social and economic arenas in the Asia Pacific, internationalization of education becomes one of the major identified characteristics. In fact, cross-border education has been turned into an essential vehicle achieving a wide array of purposes including ‘soft power’ and ‘public diplomacy’. In fact, the wider Asian has shifted from a more Western dominated region to a more intra-continental interaction area. Greater competition/rivalry among four major players, namely China, Japan, America/Europe & India, is taking place. There is also an increasing competition for geo-political advantage within the Asia Pacific region. At the same time, intensified economic integration with frequent migrant mobility (horizontal flow) has taken place. Therefore, this region has seen a new trend: politically fragmented but economically converged. With these mega confrontations and growing convergences, the needs of education diplomacy in mediating these tensions and interactions through educational measures are urgently required.

Joseph Nye coined the term soft power in 1990 in his book *Bound to Lead*. Nye (2004) elaborates on a threefold schema of power: military, economic and soft leading to coercion, inducement, and attraction respectively. Soft power is the ability to shape the preferences of others through appeal and attraction. The currency of soft power is culture, political values, and foreign policies (Nye, 2004). The measurements of soft

power includes the quality of a country's political institutions, the extent of their cultural appeal, the strength of their diplomatic network, the global reputation of their higher education system, the attractiveness of their economic model, and a country's digital engagement with the world. Educational measures, therefore, can be a powerful conduit in maintaining soft power.

In exploring the growing importance of these new functions, this presentation focuses on the increasing prominence of education diplomacy in the Asia Pacific region. Greater attention will be directed to the changing geopolitical natures of transnational higher education, international/global education in schooling system and educational aid. Concrete examples from this region will be used to illustrate how these three major components has emerged and played for rising roles of international relations. Based on our findings, emerging distinctive trends are identified as follows. First of all, partnering among higher education institutions is underpinned by greater internationalization so as to pursue specific public diplomatic purposes. In addition, more Asian countries have strengthened their official development assistance (ODA) shifting from aid recipients to education aid donors such as China (one belt, one road), Taiwan (ICDF), Singapore and India etc. As far as the level of education is concerned, higher education sector had been the major platform to perform education diplomacy. However, we found a trickle down effect to the lower educational levels including primary schools. This illustrates the spreading engagement of youth generations into these cross-border diplomacy activities. With the rise of wider Asia, greater 'horizontal' international relations or 'south-south' cooperation is happening in this region. Increasing education diplomacy initiatives focus on 'neighboring' countries or areas. Finally, a wide range of actors are responsible for the promotion of soft power including governmental departments, civil societies, NGOs, or even private sectors in sponsoring such schemes. A networked governance is supporting these transnational educational adventures. These critical implications are drawn from previous discussions.

Keywords: social transformation, education diplomacy, internationalization, soft power

Introduction for Keynote Speaker 2



Professor Brian Corbitt
PhD, MEd, BA, Dip(Ed), FACS, CP
Professor Emeritus
Faculty of Business
RMIT University

Professor Brian Corbitt is an Emeritus Professor and Professor of Information Systems at RMIT University in Melbourne, Australia. Professor Corbitt specializes in Information Systems modelling, business policy and IT, ebusiness, eGovernment and spatial information systems. He has published 10 books on eBusiness, eCommerce and eGovernment. He has also published over 200 refereed scholarly papers, and also numerous government reports to the Governments of Thailand and New Zealand, and many invited papers as a keynote speaker on IT policy in Malaysia, Singapore, Thailand, New Zealand, Japan, Hong Kong, and Australia.

Title: The unexpected consequences of a shock – the COVID pandemic and e-shopping

Abstract: With the global pandemic, COVID-19, there have been many reported consequences for health, on mortality, for decline in production and manufacturing, for major projects which have been delayed, for economic growth targets and planning, and for the move to widespread ‘working at home’, and many others. What was unexpected is the impact on e-retailing and buying online, not only in terms of the volume of exchanges, the amount of people actually shopping online, but also on the changed pattern of products being bought. This paper examines the nature of the shock of the pandemic on how and why people have changed their retailing habits, almost globally. Whilst eCommerce has been steadily growth for almost 3 decades, there has been almost no shocks to the system to change what had been happening in ways that were unexpected and dramatic. This paper analyses the changes and argues that they are not simply reactions which force short-term consequences, but rather, they are actions which will change online shopping permanently and facilitate the need for strategic change for many businesses.

Introduction for Keynote Speaker 3



Louis Moser

Area Manager of Thailand, Laos, Cambodia and Myanmar

Overview

Louis is an Area Manager in the IATA, responsible for Thailand, Laos, Cambodia and Myanmar. Louis brings more than 35 years of airport operations management, aviation safety, security and airlines commercial management. Prior to joining IATA, Louis was a Joint Airport Manager of Qantas and British Airways based in Bangkok. Louis has been based in Auckland and Papeete airports as Airport Manager.

Louis was elected by over 60 airlines member to become AOC Chairman (Airlines Operator Committee) and was re-elected for four consecutive years to represent, lead and negotiate with government aviation sector in Thailand.

Education and qualifications

Louis holds a degree in Business Management from Assumption Commercial College, Thailand. Louis holds a certificate from Crane Bank British Airways Training Centre Airlines Management, United Kingdom.

Selected works experience

- Led Aviation industry in Thailand, Laos, Cambodia and Myanmar during Covid-19 in commercialize and operational to get through the crisis
- Led the Bangkok station and 60 airlines during crisis and work closely with government aviation sector to resolve the important incidents as per following:
 - Thailand Military coup
 - Indian airspace closure
 - Full Emergency handling of QF aircraft skid off runway in Bangkok
 - Pandemic of Bird flu/ SAR/ Ebola
 - Volcanic eruption
 - Airport shutdown by riot
 - Bangkok shutdown by protestors

IATA Travel Pass

ITP คือ application บนมือถือที่ IATA ได้พัฒนาขึ้นเพื่อรองรับการเดินทางแบบ Contactless / Digital Travel/ ซึ่งมี Application ที่สามารถจะทำการรับ-ส่ง ผลตรวจ Covid-19 Lab test หรือ vaccines credentials certificate ในแบบ Advance processing เพื่อให้ Timatic ตรวจสอบล่วงหน้าและสามารถยืนยันกลับมาที่มือถือ Ok to travel.

ผลกระทบทางและปลายทางเพื่อสาธารณสุขต้นทาง .ดม /สายการบิน/สามารถจะส่ง ผลตรวจให้ .อตรวจสอบล่วงหน้าตามที่ประเทศนั้นๆกำหนด

ผมขอยกตัวอย่าง ในปัจจุบัน

ผู้โดยสารจะติดต่อสถานทูตเพื่อขอวีซ่า จะได้รับ เป็น e-Visa ที่ส่งไปที่สายการบินและตรวจคนเข้าเมืองเพื่อคัดกรองผ่าน APPS, ระบบblack list, watch list และยืนยันกลับมาว่า Ok to travel. จะเป็นกรณีเช่นกัน ที่ผู้โดยสารต้องติดต่อ รพ.เพื่อตรวจและรับผลและส่งผลได้.

ทางองค์การการบินพลเรือนระหว่างประเทศ ICAO ก็กำหนด ให้ใช้ digital passport เป็น Digital Travel Credentials. ซึ่งจะเป็น passport บนมือถือใช้ร่วมกับ Travel Pass.

ITP คือหนึ่ง Tool kit ใน Bio safety layers ที่จะช่วยสร้างความมั่นใจให้กับผู้โดยสารสายการบินและรัฐบาลในการควบคุมคัดกรองและลดความเสี่ยงของการ Import ผู้โดยสารที่อาจมีเชื้อไวรัส Covid-19 เมื่อประเทศเปิดการบินระหว่างประเทศ

ในรายละเอียด

IATA จะ update country borders health requirements ผ่าน Travel Information Manual Automatic (TIMATIC) เพื่อให้สายการบินและผู้โดยสาร ทราบถึงข้อกำหนดของประเทศต้นทางระหว่างทางและปลายทาง ข้อมูลจะบอก สถานะที่ ที่จะให้ไปรับการตรวจ/ Covid-19/ วัคซีน ในแต่ละประเทศและผลการตรวจจะเป็นสิทธิ) under data protection-GDPR) ของผู้โดยสารที่จะ share ตรงไปที่ Authorities concern. ITP สามารถที่จะ interface กับ applications อื่น ๆ ที่ได้รับการรับรองโดย W3C) และเน้นเพื่อ protect การปลอมแปลงในทุกรูปแบบ airlines TIMATIC -PNR-DCS /Immigration API/ Gov Health Authorities /LAB test/vaccines health data / และ ICAO e-passport Digital Travel Credentials (DTC).

IATA ร่วม กับ ICAO/WCO/WHO เพื่อให้ Travel Pass

เป็น common standard ที่ทุกประเทศจะยอมรับข้อมูลของกันและกัน (Bubbles)

IATA ตั้งเป้าว่า

Reopen All borders(1)safely)(2)with out quarantine) by end of (3)by2021.)

1. implementing Bio-safety layers
2. Quarantine is equal to shut down
3. Q4/2021 as how far industry can sustain

สายการบิน ไทย และ ไทยสมาย

จะร่วมนำร่อง ระบบ ITP รวมถึง interface data applications. IATA ขอ Gov ให้สนับสนุน ITP เป็น Tool kits หนึ่งใน Roadmap สำหรับการเปิดการบินระหว่างประเทศอย่างปลอดภัย

**DPU International Conference on Business Innovation and Social Sciences 2021
(DPU ICBISS 2021)**

20 May 2021

Dhurakij Pundit University, Bangkok, Thailand

Agenda of International Sessions

Online presentation 09:00-12:00

Platform	Time	Activity
Zoom 1 Meeting ID: 980 2635 8756 Passcode: 8363244546	9:00-9:10	Opening remarks Dr. Darika Lathapipat President of Dhurakij Pundit University
	9:10-9:40	Keynote speech 1 Professor Dr. Sheng-Ju Chan Vice-President for Student Affairs National Chung Cheng University, Taiwan <i>Topic: Social Change and Education</i> <i>Diplomacy in the Asia Pacific</i>
	9:40-10:10	Keynote speech 2 Professor Brian Corbitt Professor Emeritus Faculty of Business, RMIT University <i>Topic: The unexpected consequences of a shock – the COVID pandemic and e-shopping</i>
	10:20-11:40	Session 1 (4 papers) Theme: Finance and Accounting Today Session Chair: Asso. Prof. Dr. Thanida Chitomrath
Zoom 2 Meeting ID: 992 6361 6758 Passcode: 3825595465	10:20-11:40	Session 2 (4 papers) Theme: Modern Business Session Chair: Asst. Prof. Dr. Chun-Shuo Chen
Zoom 3 Meeting ID: 934 6172 1028 Passcode: 7509834565	10:20-11:40	Session 3 (4 papers) Theme: Sustainable Tourism Session Chair: Asso. Prof. Dr. Aswin Sangpikul
Zoom 4 Meeting ID: 924 8935 7034 Passcode: 5343084565	10:20-11:40	Session 4 (4 papers) Theme: <i>Psychology in Education</i> Session Chair: Dr. Renee Chew

Online Presentation 10:20-12:00

Platform	Time	Activity
ZOOM 5 Meeting ID: 910 6967 8986 Passcode: 5563865465	10:20-11:40	Session 5 (4 papers) Theme: Business Today Session Chair: <i>Dr. Sze-Ting Chen</i>
ZOOM 6 Meeting ID: 981 4080 2790 Passcode: 2630725465	10:20-11:40	Session 6 (4 papers) Theme: Culture, Tourism, and Wellness Session Chair: <i>Asst. Prof. Dr. Montakan Chubchuwong</i>
ZOOM 7 Meeting ID: 991 4308 1136 Passcode: 0372355654	10:20-11:50	Session 7 (6 papers) Theme: Education Today Session Chair: <i>Dr. Penpisut Sikakaew</i>

Online Presentation 13:00-14.40

Platform	Time	Activity
ZOOM 1 Meeting ID: 980 2635 8756 Passcode: 8363244546	13:00-15:40	Session 8 (8 papers) Theme: Business and Communication Session Chair: <i>Dr. Ching-Chou Chen</i>
ZOOM 2 Meeting ID: 992 6361 6758 Passcode: 3825595465	13:00-15:00	Session 9 (8 papers) Theme: Education Management 1 Session Chair: <i>Dr. Jian-Hao Huang</i>
ZOOM 3 Meeting ID: 934 6172 1028 Passcode: 7509834565	13:00-14:20	Session 10 (4 papers) Theme: Business Matters Session Chair: <i>Dr. Jia-Fure WANG</i>

Online Presentation 15:00-16:40

Platform	Time	Activity
ZOOM 5 Meeting ID: 910 6967 8986 Passcode: 5563865465	15:00-16:45	Session 11 (7 papers) Theme: Education Management 2 Session Chair: <i>Asst. Prof. Dr. Peng-Fei Chen</i>
ZOOM 6 Meeting ID: 981 4080 2790 Passcode: 2630725465	15:00-16:40	Session 12 (5 papers) Theme: Language and Culture Session Chair: <i>Asst. Prof. Dr. Yuan-Cheng Chang</i>
ZOOM 7 Meeting ID: 991 4308 1136 Passcode: 0372355654	15:00-16:20	Session 13 (4 papers) Theme: Higher Education Session Chair: <i>Dr. Ren-Cheng Zhang</i>

Poster & Video Presentation 09:00-15:30

Platform	Time	Activity
Facebook https://www.facebook.com/DPUicbis2021/	09:00-11:55	Session 14 (35 papers) Theme: Business Session Chair: <i>Dr. Kelvin C.K. Lam</i>
	13:00-14:50	Session 15 (11 papers) Theme: Education Session Chair: <i>Dr. Hsuan-Po Wang</i>
Closing		

**Note.*

National session is held on 21 May via ZOOM. The ZOOM Meeting ID is 973 1035 1367 and Passcode is 4564387213.

Welcome all the participants to join the national session.

Author's Presentation Quick Review

Session 1: Finance and Accounting Today 1

10:20-11:40

3004	Fibonacci Sequence: Prediction of Taiwan Stock Market bottom time interval after Covid-19 economic impact & investment strategy <i>Chia-Ta Lee Xiong-Fei Shi</i>
3055	Lead-Lag Relationship between Indices on China's Stock Exchange <i>Xiong-Fei Shi Chia-Ta Lee Hui-Jun Liu Lu Zhang</i>
3068	An Analysis of Market Competitiveness of Taiwanese Life Insurers <i>Guan-Chih Chen Hsin-Chang Yu</i>
3528	The Study of Accounting Problems and Their Relationships with Accounting Profile in Community Enterprise in Sa Kaeo province <i>Kanchana Phalaphon Apapan Tiyawong Chariya Bunnak</i>

Session 2: Modern Business

10:20-11:40

3079	Analysis of Trade Creation and Trade Diversion Effects: Gravity Study of ASEAN-Plus Free Trade Agreements <i>Bangchu Qiu</i>
3132	The Effect of after Sales Service Quality on Customer Satisfaction, and Repurchases Intention: A Case Study of Automobile Service Agent in India <i>Supa Malakar Sasithorn Suwandee</i>
3330	The US-China Trade War <i>Wiranya Sutthikun Pimvimol Poramatworachote Saranya Sawangying Kittiyanee Salangam Kanyarat Wongsapan Suriyo Khwanngoen Ratthiya Siritorn Jeeranan Ruamporn Norbadey Chheang Phoyphailin Ounsawat</i>
3372	Distinct Management Logics: Assessing outcomes of cross-cultural interaction <i>Andreas Hild Xiaoyan Li</i>

Session 3: Sustainable Tourism

10:20-11:40

3371	Sustainable Tourism Community: A Case Study of selected cities in the Ratchaburi Province, Thailand <i>Xixuan Kong Adarsh Batra</i>
3388	Human-Wildlife Interactions at Khao Yai National Park, Khao Kheow Open Zoo, and Safari Park, Kanchanaburi <i>Virunthep Srichawla</i>
3389	Strategies for Myanmar Tourism After COVID-19 <i>Su Hnin Htet Adarsh Batra</i>
3396	A Study on Experiential Marketing of an Underground Tourist Attraction in Bangkok <i>Nan Wi Lai Adarsh Batra</i>

Session 4: Psychology in Education

10:20-11:40

3180	Effectiveness of Perspective Development Courses on University Students' Attitude Change <i>Fei Zhao ManHua Li LingFen Mo</i>
3366	COVID-19 Crisis Management During COVID-19 Pandemic of Primary School Teachers in Aojiang Town, Zhejiang Province, China <i>Shula Bai Prasak Santiparp</i>
3452	The Effectiveness of an Intervention Programme on Working Memory Plus Arithmetic Knowledge (WM+A) <i>Kuan-Chun Tsai Terezinha Nunes Rossana Barros</i>
3399	Investigating High and Low Proficiency College Students' Listening Competencies and Comprehension Strategies <i>Jian-Hao Huang I-Ying Tsai</i>

Session 5: Business Today

10:20-11:40

3563	Factors Influencing Behavioral Intention to Use Food Delivery Apps in Thailand Market <i>Jing Guo Yan Xu</i>
3589	The Effect of Marketing Mix and Corporate Image on Decision to Use Global Outward and Inward Transfer Service of Consumers in Bangkok <i>Prin Samranweth Charunya Parncharoen SuphabWongsrisoontorn</i>
3367	The Studying of Tools and Elements for Creating Digital Marketing Strategies for Community Enterprise Development <i>Wiranya Sutthikun Panisaya Atijitta Khanittha Moolprom Chanikarn Saensingkaew Orawan Tamsiwan Jipapron Pongsaeng Orathai Wannathong Sirinthra Phueakyim Surachart Charuenrat Thitiwat Tongkaew</i>
3595	A Game-Based Learning for Simulation Risk Management in Bottled Water Supply Chain <i>Panuthat Nadsasarn Sakgasit Ramingwong</i>

Session 6: Culture, Tourism, and Wellness

10:20-11:40

3231	The Status of Research in Romance of the Three Kingdoms (Samkok) in Thailand <i>Kanokphan Thamsatitsuk Penpisut Sikakaew Man Jiang</i>
3400	Systematic Review of Community-Based Tourism in Thailand <i>Deng Aimin Yupin Unkaew</i>
3516	Can Thailand Adapt Policies of Wellness for its Aging Population? <i>Veerawan Vararuth Daved Forde</i>
3568	Mental Health Communication and Management for Educational Institutions in the Wake of the COVID-19 Pandemic <i>Peeraya Hanpongpanh Patama Satawedini</i>

Session 7: Education Today

10:20-11:50

3053	Students' Readiness on Online Learning amid the COVID-19 Pandemic: A Case Study of a Thai University <i>Xinrui Wang Xinxin Wang Lu Zhang Xiongling Chen</i>
3182	Discussion on the Problems of International Chinese Project in X Universities of Thailand <i>Manhua Li Fei Zhao Xinrui Wang</i>
3239	Implementing Online Collocation Dictionary to Foster Textual Translation Ability: An Experimental Study of Mainland Chinese EFL Learners <i>Li-Wei Wei Chuan-Chi Chang Chao-Qiao Yang</i>
3455	Using Digital Game-Based Language Learning for Foreign Language Learning: a Scoping Review on Previous Studies Published in between 2015 and 2020 <i>Xichang Huang Haiying Zhang Shujian Yin</i>
3300	The Students' Opinions on the teaching quality of volunteer teacher in Shunchang high school, Fujian province, China <i>Yanxi Yu</i>
3109	The Effects of Using Task-Based Language Teaching Method to Enhance Thai Grade 11 Students' Vocabulary Learning <i>Lu Zhang Xinrui Wang Xinxin Wang Man Jiang Penpisut Sikakaew Xiongling Chen</i>

Session 8: Business, Economics, and Communication

13:00-15:40

3583	The Effect of Personality Traits and Entrepreneurial Motivation on Entrepreneurial Intention of Generation Z <i>Charunya Parncharoen Chalida Kanjanajuta</i>
3368	The Level of People's Participation at the Long Boat Racing: A Case Study of Ubon Ratchathani Province <i>Jaturong Sriwongwana Tran Lan Anh Nguyen Duy Anh Tran Pham Phawida Siangwan</i>
3534	The Application of the Intrinsic Motivation of SDT (Self-Determination Theory) in Marketing- in the Context of International Educational Programs' Promotion in Chinese Higher Education <i>Guodong Deng (Nick)</i>
3590	Factors Affecting Buying Behavior of International Products via Online Application of Consumers in Bangkok <i>Preyanuch Kajonsakwongwai Charunya Parncharoen Surachai Suantubtim</i>
3436	E-Commerce Amidst Covid-19 <i>Mikaela Aishel J. Flores Fe Ann L. Honorio Nadine A. Lacasandile Trisha Mae A. Narnola Kenneth A. Tucay Hilmer M. Fernandez</i>
3471	The Effects of Technology Disruption on Economic and Consumption Growth of Thailand <i>Cherlada Thongsawan</i>
3570	Celebrities Influence Public Opinion: Applying Celebrity Political Endorsement through Meaning Transfer Theory <i>Peerawat Tan-intaraarj</i>
3486	Factors Contributing to the Impulsive Buying Behaviour of Consumers & Its Role in Advertising Industry <i>Rajesh Mankani</i>

Session 9: Education Management 1

13:00-15:00

3107	Effect of College Students' Achievement Motivation on Subjective Well-Being: Social Support as Mediating Variable Yan YANG
3122	Research on Relationship Between Self-Efficacy of Online Study and Academic Achievement of Chinese Oversea Students in Thailand Zepei Wu Zhoubao Wei
3129	The Influence of Gratitude on Life Satisfaction of Vocational College Students: The Mediating Role of Social Support Xinglong Ma Xiaoyan Li
3181	Research on the Relationship between Entrepreneurial Competence and Entrepreneurial Intention of College Students in Western China: Moderating Role of Social Support Weiguaju Nong Jiafu Liu
3358	Study on the Relationship between College Students' Well-being and Innovation Behavior: The Mediating Role of Emotional Intelligence Xinyao Li Ke Zhang Chung-Tsung Shen
3200	The effect of proactive personality of college student On entrepreneurial intention : Taking entrepreneurial Self-Efficacy as a mediator Xin-Hai Wang Da-Leng Zhou Wen-Ya Lai
3120	The Influence of Freshmen's Shyness on Students' Engagement under the Background of COVID-19--the Mediating Role of Coping Style Chuang Xu Zhen-jia Ding
3572	The Relationship between Proactive Personality and Entrepreneurship Intention of College Students in China's Minority Area Zhi-an Dong

Session 10: Business Matters

13:00-14:20

3078	Relationship Between Psychological Empowerment and Innovation Performance: The Mediating Effect of Employee Creativity <i>Ziming Xu Feng-Lin Liu Chiu-Hui Tsai Pao-Cheng Chen</i>
3105	The Moderating Effect of Corporate Governance Structure on the Relationship between ERP System and Business Performance <i>Xiaoya Lu Yaojun Fan</i>
3507	The Influence of Tour Leader's Affective Traits on Work Outcomes -Verify Mediating Effect of Emotional Burn out <i>Shen-Yin Liu</i>
3591	China and Thailand Have Current Cultural Exchanges and Their Characteristics <i>Yasumin Thaisomboon Supachai Jeangjai Rujirek Kasemchotipat Lingyun Wang</i>

Session 11: Education Management 2

15.00-16.45

3099	Relations between Parenting Style and Dormitory Interpersonal distress: The Mediating Role of Empathy <i>Chang-Wu Wei Li-Ying Nong Ying Wang Wen-Ya Lai Nan-Guang Su</i>
3118	Research on the Practice of Digital Transformation of Higher Education in China in the Post-epidemic Period---Topic Analysis based on 2020 EDUCAUSE Horizon Report <i>Zaiming Xia Yongkang Wang Wanli Gao Zhenlei Xiao Lei Peng</i>
3264	Effect of Parent-child Relationship in Original Family on Chinese College Students' Academic Achievement: Gratitude as a Mediating Variable <i>Jun Li Xinyi Ma Hongling Zhao Lili Chen Li Ma</i>
3329	The Effect of Principal Transformational Leadership on Teacher Job Satisfaction in Hainan: The Mediating Role of Psychological Capital <i>Li Wang Lin Pang Tao Du Xuhao Meng</i>
3302	The influence of Chinese college students' career exploration on job searching behavior: the mediating role of job-searching self-efficacy <i>Yafei Luo Ruina Ding Lingjie Wang Zihao Gao</i>
3314	The Study about the Relationship Between the Psychological Capital and Academic Achievement: The Intermediary Function of Achievement Goal Orientation <i>Jiping Zhang Ying Zeng Feifei Chen Ziao Hu Xin Bai Mengyao Yang</i>
3349	Study on the relationship between college students' physical exercise and subjective experience <i>Xiaoyan Li Le Li Chen Chen Wei Ke Yaxin Luo</i>

Session 12: Language, Culture, and Education

15.00-16.40

Invited talk

清莱华文民校华文教育现状研究

娄建坤

3085	Investigation into the Linguistic Landscape of Chinese Language within and around A University in Thailand Bo Wang Lingfen Mo Haiying Zhang Xiang You
3357	A Comparative Study of Chinese Shop Names in Traditional and New Chinese Communities in Thailand Luyan Chai
3406	Theoretical Frontier and Practical Innovation of Smart Chinese Learning Jie Shi Wanying Wang Xiaofei Li Meile Zhang
3216	Problems and Measures to Cope with “Teachers, Texts, and Learning Management” of Chinese Language Learning in Thailand Shen Ye Wipawee Wanla

Session 13: Higher Education

15.00-16.40

3267	A Literature Analysis on the application of Flipped Classroom for Higher Education: Evidence from Teaching Online for Undergraduate Students Quan Su Fangyu Xiang Chaoqiao Yang Kuan-Chun Tsai
3312	Cross-cultural Adaptation of Chinese Students studying in Thailand--A Case Study of University A Thailand Lingfen Mo Bo Wang Dan Su Hao Chen
3345	Thinking and Exploration of Online Teaching in Colleges and Universities during the Period of Epidemic Prevention and Control—A Case study of Dhurakij Pundit University Hao Chen Dan Su Bo Wang Linfen Mo
3394	The Trinity Strengthens the Education of Patriotism —— A case study of the Department of Grammar and Foreign Language of Xinhua College, Ningxia University Yanqi Li Qilong Ti

Poster & Video Presentation

Process: The author's poster and video presentation will be uploaded to Facebook subsequently in every 5-10 minutes.

Session 14: Business (35 papers)

09:00-11:55

3315	Establishing Templates of Time Standards for Wire Electrical Discharge Machine Station and Grinding Station: A Case of LEADTECH International Corporation Limited Chris Lee Ying-Yuan Chen
3058	The Impact of Consumer Reviews on Purchasers' Vecision-making, with Perceived Value and Perceived risk as the Mediating Effect, Cognitive Demand as the Moderating Effect, and Tourism as an Example XiaoYang Liu SzeTing Cheng
3059	The Influence of Individualized Contract on Active-passive Innovation Behavior: Taking Work Pressure as a Mediator and Harmonious Passion as a Moderator Le Zhang Chun-Shuo Chen
3064	The Impact of Person-Post Matching on Work Bottlenecks: The mediating Effect of Job Frustration, The Moderating Effect of Perceived Leadership Support Wenqin You Xiugang Yang
3196	The Influence of Employees' Psychological Availability on Employees' Innovative Behavior Based on Enterprise Knowledge Sharing : Taking Error Communication Orientation as Mediator Yuqi Li Chun-Shuo Chen
3210	The Influence of Over-qualification in Employment on Turnover Intention : Taking Work Alienation as Mediator and Workplace Friendships as Moderator Xiangyang Zhao Chun-Shuo Chen
3178	Employee Followership Under the Influence of Self-Control and Self-Efficacy: Exploring the Mediating Role of Harmonious Work Passion and Career Adaptability HaoBo Zeng Ching-Chou Chen
3412	The Impact of Abusive Supervision on Workplace Deviant Behaviors of New Generation Employees: Leader-member Relationship Differentiation and Interaction Justice as the Mediating Variables, Procedural Justice and Distribution Justice as the Moderating Variables Zixuan Xue Jia-Fure Wang
3414	The Impact of Online Shopping Scenario Cues on Brand Preference : The Mediating Variables of Perceived Value and Brand Identity, and the Moderating Variables of Online Reviews and Vanity Jing Rui Luo Jia-Fure Wang
3438	The Influence of Employees' Perception of Work Ability on Self-compensation Behavior: Employees Empowerment and Work-related Flow as the Moderating Variables Xuewen Zhou Jia-Fure Wang

3448	The Impact of Brand Anthropomorphism on Brand Happiness: Use Psychological Distance as the Mediating Variable and Hedonic Goods as the Moderating Variable QiYu Wang Dr. Kelvin C. K. Lam
3535	The Role of University and Industry Cooperation in the Development of Undergraduate's Entrepreneurial Competency in Southwest of China Li Wang
3536	Corporate Social Responsibility, Risk Management and Organizational Performance: A Study on Listed Manufacturing Companies with Different Business Strategies in China Min Chen
3537	A Study on Impact of Knowledge Management, Employee Empowerment and Digital Transformation on the Relationship between Human Capital and Organizational Performance in Chinese Private University Context Min Zhang
3542	Consumer New Behavior in Update Factors on Chinese-based Social Media Weibo: Consumer Engagement in Online Marketing Zhao Yi
3567	The Influence of Employee Empowerment Atmosphere on Work Constructive Deviant Behavior: The Moderating Variables of Spiritual Leadership Heng Zhang
3271	The Influence of Authoritarian Leadership on Employees' Withdrawal Behavior —On the Adjustment of Adversity Quotient Ziqing Zhao Sze-Ting Chen
3291	The Influence of Servant Leadership and Social Exchange on Employees' Deviant Behaviors Xueqi LI Sze-Ting CHEN
3123	The Role of Humor in Office Management and Its Impact on Organizational Effectiveness Chaofan GUO Kelvin C. K. Lam
3139	The Research on the Relationship between Effort-reward Imbalance and Relation Deviating Behavior Mengyun Xu Jia-Fure Wang
3141	The Impact of Psychological Contract Breakup on Employees' Deviant Behavior: The Mediating Variable of Negative Emotion and the Moderating Variable of the Relationship between Superiors and Subordinates Yimeng Hu Jia-Fure Wang
3051	How Self-compassion Affects Work Engagement: Examining the Moderating Role of Difficulties in Emotion Regulation and Interpersonal Stress Sen Liu Ching-Chou Chen
3056	The Impact of Dynamic Absorptive Capacity and Positive Psychological Capital on Personal Innovation Ability, Taking Technical Knowledge as a Moderator, Self-efficacy as a Mediator Yu Ling He Sze Ting Chen
3061	The Impact of Green Consumption Cognition on Green Purchasing Intention: From the Perspective of Face Awareness Ying Zhu Szeting Chen

3197	The Impact of Work Connectivity Behavior After-Hours on Cyberloafing: Using Work Alienation as Mediator Shangwen Qin Chun-Shuo Chen
3205	Dilemma of Work-Family: The Preferred Resolution Style Achieving the Balance Xin Sun Kelvin C. K. Lam
3206	Consumption Experience and Preferred Marketing Solution for Gen Y&Z: A Case Study of Small - Town and Rural Markets in China Ming Zeng Kelvin C.K. Lam
3012	From the Perspectives of Rationality and Sensibility to Study the Effect of Tourists' Perceived Value and Place Attachment on the Willingness to Revisit Chengyang Hanjia Folk Village— the Moderator of Novelty Seeking Pengfei Zhang Ya-Ping Chang
3025	The Influence of Spiritual Leadership on Unethical Pro-organizational Behaviors: Mediating Effect of Organizational Identification, the Moderating Effect of Trust of Employees in Organization Bing Lyu Chun-Shuo Chen
3502	Development of IT Problem-Reporting System: Case Study of Office of the Permanent Secretary for Defence Chanatip Inpaktun Nantika Prinyapol Worapat Paireekreng
3538	Tourism Product Innovation, Functional- cognition and Affective- experience: Enhancing Tourist Satisfaction in Domestic of Belt and Road Qian Li
3527	The Impact of Inspirational Motivation and Individualized Consideration in Leadership on both Work Responsibility and Retention Intention: Work Motivation and Job Fit as the Mediating Variables Cong Guan Sze-Ting Chen
3540	The Role of BlockChain(BC) in the Application of Big Data Analytics(BDA) technology in Supply Chain Management(SCM): A Perspective of China's Manufacturing Industry Tianfu Yang
3503	Smart Sales and Promotion Analysis System for Business Setapong Lamsakulwong Worapat Paireekreng Nantika Prinyapol
3470	The Impact of Cultural Alienation on the Cross-cultural Adaptation and Work Engagement of Expatriates Using Mental Resilience as a Moderating Variable Shu-Zhe Ge Kelvin C.K. Lam

Session 15: Education (11 papers)

13:30-14:50

3026	The Influence of College Students' Playfulness on Innovation Behavior in Shandong Province: The Mediating Variable of Positive Emotion Lin Cheng Yuan-Cheng Chang
3035	The Influence of High School Students' Learning Pressure on Academic Performance in Guizhou: Self-regulation as a Moderating Variable Mingjuan Xiao Yuan-Cheng Chang
3344	The Localization of Chinese Textbook Complication Theory and Practice Take Highway Basic Chinese compiled for DRU Samut Prakan Campus as an example Shaofan Zhang
3539	Exploring the Relationship of Transformational Leadership and Teachers' Organizational Citizenship Behavior in Universities of China: Job Satisfaction, Organizational Commitment and Psychological Contract as Mediators Shaoyu Tian
3541	An examination of teachers' technology readiness in the acceptance of mobile learning systems in Chinese higher education Yanping Shan
3370	The Influential Factors of Administrative Teachers' Low Willingness on Public Elementary School at Taiwan Chung-tsung Shen
3391	Secondary School Principals' Leadership Behavioral Characteristics that Inspire Teachers' Gratitude in Taiwan Chung-tsung Shen Xinyao Li
3377	The analysis of Chinese detachable words acquisition - A Case Study of primary school students in N School Ning Li
3052	The Influence of Achievement Goal Orientation on Academic Achievement of English Major University Students in Tianjin: Taking Learning Strategies as A Mediator Zhelu Zhao Man Jiang
3077	<i>Online Learning Challenges Faced by University Students: A Qualitative Study from the Perspective of Chinese International University Students in Thailand</i> Xi Yao Liang Renee Shiun Yee Chew
3176	Where is Mister Teacher? Qualitative Study with Chinese Male Preschool Teachers in Changzhou Ao Kui Sun Xi Yao Liang

Session 1

10:20-11:40

Theme: Finance and Accounting Today

Session Chair: *Asso. Prof. Dr. Thanida Chitomrath*

Affiliation: College of Innovative Business and Accountancy, Dhurakij Pundit University

ID	Title / Author's name / Abstract
3004 10:20-10:40	<p>Fibonacci Sequence: Prediction of Taiwan Stock Market bottom time interval after Covid-19 economic impact & investment strategy ¹Chia-Ta Lee ²Xiong-Fei Shi Finance & Accounting Faculty, CAIC, Dhurakij Pundit University, Thailand ¹chia-ta.lee@dpu.ac.th ²xiongfei.shi@dpu.ac.th</p> <p>Abstract Early 13th century, in the Liber Abaci (1202), Fibonacci introduced the idea as today known as Hindu-Arabic numeral system. The book posted and resolved a problem involving the growth of a population of rabbits on idealized assumptions. Combination with The Wave Theory (1938), Fibonacci numbers provides a real-life example from its percentage retracement to stock market. Especially, after Covid-19 circumstance, macroeconomics and stock market are hard to be addressed for traders, investors, and to general public. In 2019 I've been successfully predicted the peak point time on 2020/1/30 prior Covid-19. For further study, referring to Fibonacci assumption, to provide following time interval of stock market bottom based on the sequence idea and economic status with heartening from the study to define when the pattern 5 is ended and when would be the reasonable time period to execute the buy strategy.</p>
3055 10:40-11:00	<p>Lead-Lag Relationship between Indices on China's Stock Exchange Xiong-Fei Shi¹ * Chia-Ta Lee² Hui-Jun Liu³ Lu Zhang⁴ China-ASEAN International College, Dhurakij Pundit University, Thailand ¹*xiongfei.shi@dpu.ac.th ²chia-ta.lee@dpu.ac.th ³huijun.liu@dpu.ac.th ⁴lu.zha@dpu.ac.th</p> <p>Abstract This paper investigates the lead-lag relationship between CSI100, CSI200 and CSI500 index, the most representative average stock price index of big, middle and small companies listed on Shanghai and Shenzhen stock exchange using the vector error correction model. The empirical results present an important leadership and contribution of relatively big companies in relation to price discovery, namely CSI 100 and CSI 200.</p>

ID	Title / Author's name / Abstract
<p>3068 11:00-11:20</p>	<p>An Analysis of Market Competitiveness of Taiwanese Life Insurers Guan-Chih Chen¹ Hsin-Chang Yu^{2*} ¹Department of Insurance and Finance, National Taichung University of Science and Technology, Taiwan ^{2*} Dhurakij Pundit University China-ASEAN International college hsin-chang.yu@dpu.ac.th u9727902@gmail.com</p> <p>Abstract This study measures the market competitiveness of Taiwanese life insurers using the Lerner index to explore the market competitiveness during 2001-2018 in Taiwanese life insurance industry. The results demonstrated that state-owned life insurers are market followers that adopt a strategy of talent recruitment. Financial holding life insurers are the market leader in the life insurance market. FHLIs outperform other types of life insurers continue to focus on improving operational efficiency and productivity to reduce marginal costs and enhance competitiveness.</p>
<p>3528 11:20-11:40</p>	<p>The Study of Accounting Problems and Their Relationships with Accounting Profile in Community Enterprise in Sa Kaeo province Kanchana Phalaphon¹ Apapan Tiya Wong² Chariya Bunnak³ Faculty of Social Technology, Rajamangala University of Technology Tawan-Ok Chanthaburi Campus *absudsud29@gmail.com</p> <p>Abstract The purposes of this research were to study accounting problems and their relationships with accounting profiles in community enterprise in Sa Kaeo province. The population of this study was 213 accountants. The questionnaire was used for collecting the data. The statistics for analyzing the data were frequency distribution, percentage, mean, and standard deviation. There were statistical tests using t-test. One way ANOVA and Scheffe' method. The results revealed the overall of accounting problems and their relationships with accounting profiles in community enterprise in Sa Kaeo province is great. The first accounting problem was equipment used in operating. The second was cooperation and coordination. The last problem was document and accounting method respectively. The results of hypothesis testing were accountants in community enterprise in Sa Kaeo province having different in gender, level of education and number of members had the similar accounting problems and their relationships with accounting profiles with statistically significant differences at a level of 0.05. In addition, accountants in community enterprise in Sa Kaeo province having different age, experience, area in community enterprise, types, and accounting record had different accounting problems and their relationships with accounting profiles with statistically significant differences at level of 0.05.</p>

Session 2

10:20-11:40

Theme: Modern Business

Session Chair: *Assistant Professor Dr. Chun-Shuo CHEN*

Affiliation: China-ASEN International College, Dhurakij Pundit University

ID	Title / Author's name / Abstract
3079 10:20-10:40	<p>Analysis of Trade Creation and Trade Diversion Effects: Gravity Study of ASEAN-Plus Free Trade Agreements</p> <p><i>Bangchu Qiu</i> MAIEF student, Faculty of Economics, Chulalongkorn University bangchuchou@gmail.com</p> <p>Abstract</p> <p>This paper aims to estimate the impacts of free trade agreements (FTAs) on total exports with emphasis on the trade creation and diversion effects of ASEAN-plus FTAs including ASEAN-China FTA (ACFTA), ASEAN-Japan Comprehensive Economic Partnership (AJCEP), ASEAN-India FTA (AIFTA), ASEAN-Korea FTA (AKFTA) and ASEAN-Australia-New Zealand FTA (AANZFTA) in gravity model. Gravity model is estimated by three-way fixed effects model that OLS and Poisson Pseudo-Maximum Likelihood (PPML) method with various fixed effects. Main contribution of this paper to estimate all ASEAN-plus FTAs and corrected the problem of zero-value trade and heteroscedasticity that previous papers not. The analysis show that a pure trade creation effect of ACFTA in the time & pair fixed model and time fixed model. A pure trade contraction effect of AJCEP in the time & pair fixed model. A trade contraction effect of AANZFTA was discovered in PPML time fixed model.</p>
3132 10:40-11:00	<p>The Effect of after Sales Service Quality on Customer Satisfaction, and Repurchases Intention: A Case Study of Automobile Service Agent in India</p> <p><i>Supa Malakar^{1*} Sasithorn Suwandee²</i> ^{1*} Kasem Bundit University; ² Kasem Bundit University *supa.malakar98@gmail.com</p> <p>Abstract</p> <p>The purpose of this study is to explore service quality of after-sale service in automobile industry and its effect on customer satisfaction and repurchase intention. The AutoSERVQUAL has been used as a measurement tool through which the data were collected in five dimensions which are reliability, assurance, tangible, empathy, and responsiveness. 384 questionnaires were collected online from the customers of an automobile dealer in the India. This study revealed that reliability, assurance, empathy, and responsiveness are the key sources of customer satisfaction and repurchase intention while tangibility is not significant to the model. The study suggested that customers might spend less time on tangible facilities for after-sales auto-services, therefore, they are less focus on tangible facilities. Hence, the improvement of tangible facilities might not directly improve customer satisfaction and repurchase intention. Most dimensions of service quality of the automobile dealer in India were rated relatively high. Furthermore, the effect of service quality on repurchase intention is stronger than on customer satisfaction. This suggested that high service quality induce customer to revisit the dealer and use the services while not only satisfy with the perceive service quality. Hence, high service quality would extend customer loyalty toward the service.</p>

ID	Title / Author's name / Abstract
<p>3330 11:00-11:20</p>	<p>The US-China Trade War Wiranya Sutthikun* Pimvimol Poramatworachote Saranya Sawangying Kittiyanee Salangam Kanyarat Wongsapan Suriyo Khwanngoen Ratthiya Siritorn Jeeranan Ruamporn Norbadey Chheang Phoyphailin Ounsawat Faculty of Business Administration and Management Ubon Ratchathani Rajabhat University wiranya.s@ubru.ac.th</p> <p>Abstract China - U.S.A. trade war refers to the economic conflict that is currently happening between the United States and China. In 2018, former American president, Donald J. Trump began to react towards China's rapid economic growth. Apart from setting tariffs, Trump was also quick to announce China with other trade barriers. The U.S., under Trump, believed China had begun to engage not only in intellectual property theft but also in "unfair trade practices." Thus, the U.S. argued that it would be imperative if China were forced to leave its trade policies in favor of the economic proposals that the U.S. government believed would be the appropriate ones. China, on the other hand, believed the U.S. deserved to establish an open trade policy. For instance, China noted that the U.S. had to support the transfer of American technology to China. Since the U.S. prioritized protecting its economy, China was forced to accuse Trump's administration of the process. The tension between China and the U.S. will continue to persist because Joe Biden, the current U.S. president, is not keen to introduce solutions that will end China – U.S.A trade war. This paper provide a timeline and conflict of trade war, challenge to global economic and trade war scenario and global trade diversion.</p>
<p>3372 11:20-11:40</p>	<p>Distinct Management Logics: Assessing outcomes of cross-cultural interaction Andreas Hild* Xiaoyan Li Bangkok University *andreas.h@bu.ac.th</p> <p>Abstract This article investigates cross-cultural interaction between Thai and Chinese employees in Thailand; it explores how different logics of working and managing a business affect entrepreneurial practices and collaboration. Based on a case study of two Thai construction companies founded and managed by Chinese people, it deploys in-depth interviews containing detailed and contextualizing descriptions. Its empirical findings provide specific illustrations how management and working practices diverge within Asia. It highlights how distinct logics in the constructions of self, identity and institutions, and cognitive styles shape cross-cultural interaction; it aims to assess the outcomes of such interaction in terms of organizational practices.</p>

Session 3

10:20-11:40

Theme: Sustainable Tourism

Session Chair: *Asso. Professor Dr. Aswin Sangpikul*

Affiliation: Master of Arts in Tourism Management Program

ID	Title / Author's name / Abstract
3371 10:20-10:40	<p>Sustainable Tourism Community: A Case Study of selected cities in the Ratchaburi Province, Thailand</p> <p><i>Xixuan Kong¹ Adarsh Batra²</i></p> <p>Faculty, Master of Business Administration Hospitality and Tourism Management, Assumption University, Bangkok, Thailand</p> <p>¹xixuank@gmail.com ²adarshbtr@yahoo.co.in</p> <p>Abstract</p> <p>Community sustainable tourism is a good opportunity for Ratchaburi, where locals and stakeholders are key to sustainable development. The purpose of this paper is to understand the problems in the process of practicing sustainable development and to improve the awareness of sustainable development in the community. This study adopts a qualitative analysis method to understand how tourism stakeholders practice sustainable development in the Ratchaburi community through field experience and in-depth interviews, and to analyze the problems and solutions encountered in the development of the Ratchaburi community. The researchers chose the method of stereotyping analysis to study the interviewees by collecting data from the resort, homestay, garden, and cafe, as well as local people, including 3 owners, 5 managers and 2 local people. The researchers conducted an in-depth semi-structured interview. According to the research, the staff of the hotel, cafe, and garden in the Ratchaburi community have the awareness of sustainable development, and they are all helping the sustainable development of the community in their own ways, such as garbage sorting and separating recyclable and non-recyclable things. And using biodegradable and easily recyclable cups, as well as paper straws, and using organic materials to reduce pollution. However, the awareness of sustainable development of the local community is weak, the level of knowledge and culture is limited, the awareness of participation is insufficient, and other internal factors. It is suggested that the community should have certain training for the local residents, which can arouse the local people's awareness and responsibility for the local environment. Develop a set of criteria to measure progress, as long as local people have certain knowledge about sustainable development when tourists come to visit, local people can take responsibility to inform customer behavior, at the same time to protect and restore the development of the natural environment that people and economy depend on for survival, make Ratchaburi community more sustainable development.</p>

ID	Title / Author's name / Abstract
<p>3388 10:40-11:00</p>	<p>Human-Wildlife Interactions at Khao Yai National Park, Khao Kheow Open Zoo, and Safari Park, Kanchanaburi Virunthep Srichawla Masters of Business Administration in Hospitality and Tourism Management, Assumption University, Thailand virunthep.srichawla@gmail.com</p> <p>Abstract</p> <p>Human-wildlife interactions are the new trend where creation of adventurous activities enhances the involvement for observation and feeding to connect the community and wildlife. The impacts that are generated upon the natural environment and wildlife habitat are according to the purpose of the visit and consideration of conservation programs to reduce the carbon footprint in the site and establish an ecotourism travel that have the least negative impact on the environment and degradation of nature. The aim of this study is to discover the natural alteration and capabilities of human-wildlife interactions to change the behaviors and habitat of wildlife during close encounters, and to be able to discover tourist expectations and experiences according to the level of satisfaction during their site visits at Khao Yai National Park, Khao Kheow Open Zoo, and Safari Park, Kanchanaburi. The research objectives are to find out both positive and negative impacts generated from human interactions with the wildlife, determining tourists' expectations during wildlife encounters, investigating the alteration in wildlife behaviors from habitat development programs, and finding out the impacts on nature of wildlife tourism. The methodology of the research consisted of two qualitative methods. The first was in-depth interview with the National Park Rangers, Zoo Keepers, and tourists at the sites with a total sample of 16 informants. The judgement sampling technique was used to select the informants for the interview. The other method was observation of wildlife during human encounters to note down their behaviors and reactions. The interview was carried out from February 16-25, 2021 at the appropriate sites. The main findings were that human involvement with wildlife habitat had both positive and negative outcomes which were through the use of technological equipment and the wildlife conservation programs to enrich the wildlife's habitat in improving their living environment, but on the other hand, the captivity and illegal activities were also present from the interactions. To conclude, resources allocation through wildlife tourism could play an important role in enriching the wildlife habitat which may be the key surviving resources for the wildlife in the future.</p>

ID	Title / Author's name / Abstract
<p>3389 11:00-11:20</p>	<p>Strategies for Myanmar Tourism After COVID-19 <i>Su Hnin Htet¹ Adarsh Batra²</i> Assumption University ¹selena.snh167@gmail.com ²adarshbtr@yahoo.co.in</p> <p>Abstract COVID-19 global pandemic started in December, 2019 and infected the world. At the end of 2020, many countries including Myanmar started their recovery process. On February 1, 2021, the unexpected military coup happened in Myanmar. However, this research will focus on impacts of COVID-19 and challenges that may arise during the recovery process and solutions to solve them. To recover from global pandemic, the government must have a strong strategic plan. The findings from this paper will help them figure out what would be the challenges and what are the solutions. Since there are not many researches done on Myanmar especially related to COVID-19, the research will fill in the gap. This research was conducted between January and April, 2021. This research is a qualitative research, and therefore data were retrieved from online articles, research papers, e-books and 8 interviews that are conducted to H&T professionals around Myanmar. So, this paper provided two important views for the recovery, academic view based on the literature review and on-ground situations of Myanmar H&T industry. Data are filtered and analyzed using content analysis, and deductive analysis with a predetermined model then present the findings in tables for better understanding. This study found 7 challenges that Myanmar tourism will face in post pandemic period and solutions to them. The 7 challenges are, Economic impacts, Ease of travel, Speed of recovery, Changing types of travel, Hygiene factor, Market competition and Sustainability. Moreover, the researcher found out that Myanmar tourism government and their actions are ineffective.</p>

ID	Title / Author's name / Abstract
<p>3396 11:20-11:40</p>	<p>A Study on Experiential Marketing of an Underground Tourist Attraction in Bangkok Nan Wi Lai¹* Adarsh Batra² Faculty, MBA, Hospitality and Tourism Management, Assumption University ¹* weilaizhang88@gmail.com ²adarshbtr@yahoo.co.in</p> <p>Abstract</p> <p>Maintaining consumer loyalty/revisit to a company, which leads to revisit or repurchase purpose, is a critical element in today's highly competitive market climate. To ensure long-term market growth in every industry, businesses must first consider their consumers' desires and then build unique brands. As consequence, if the tourism sector of the country is developing very well, it can help and implement other sectors of the country at the same time. The primary purpose of this research is to study the Experiential Marketing of an underground tourist attraction in Bangkok, Thailand. The objectives of this study are to analyze the influence of experiential marketing on emotion, to identify the influence of experiential quality on experiential satisfaction, to examine the influence of emotion on experiential satisfaction, and to investigate the influence of experiential satisfaction on revisit intention. The data collected at a specified time from February 23, 2021, to March 10, 2021. The questionnaires were hand distributed on weekdays and weekends from 12.00 pm to 6.00 pm at around Siam Square One, Siam Centre, and Siam Paragon in Bangkok by using five-point Likert scale survey questionnaires. The questionnaires were distributed until the sample size was achieved. After the data collecting process, the researchers analyzed all primary data by utilizing the Statistical program. The descriptive analysis and inferential analysis including linear regression analysis were used to test all the hypotheses. According to the study's findings, experiential marketing (Feel, Sense, Think, Act, Relate) influence is statistically relevant to emotion. Then, experiential quality and emotion also influence experiential satisfaction. Moreover, experiential satisfaction positively influences revisit intention. This study has both time and place limitations which can be difficult to obtain relevant information and difficult to compile data. The value of this study is to promote marketing strategies and to pursue the visitors of Sea Life Bangkok Ocean World.</p>

Session 4

10:20-11:40

Theme: Psychology in Education

Session Chair: *Dr. Renee Chew*

Affiliation: China-ASEN International College, Dhurakij Pundit University

ID	Title / Author's name / Abstract
3180 10:20-10:40	<p>Effectiveness of Perspective Development Courses on University Students' Attitude Change</p> <p><i>Fei Zhao*</i> <i>ManHua Li</i> <i>LingFen Mo</i> China-ASEAN International College, Dhurakij Pundit University, Thailand friedrichzhao@gmail.com</p> <p>Abstract</p> <p>Whether the attitude of the Chinese Generation Z (Gen Z) can be changed through university education, especially the teaching activities of the perspective development course attracted in the past twenty years more attention in the society after the emerge of 'post-80s' and 'post-90s' phenomenon in China. Among the discussions, only a few articles use academic analysis tools to make serious research on this issue from the perspective of social psychology and pedagogy. Most of them are often concentrated only under the framework of "Ideological and Political Education". Therefore, this paper takes the sophomore Chinese overseas students in Thailand as the research object, using marriage attitude as the carrier to measure whether they have changed their attitudes and concepts before and after a perspective development course. The study used "before- and after- test" to record and measure the students' attitudes. Through the use of social psychology attitude change theories - specifically persuasion theory, concentration trend analysis, frequency analysis, non-parametric double correlation sample difference test, cross contingency table analysis to observe whether there is statistical support for or against the hypothesis of significant data.</p>
3366 10:40-11:00	<p>COVID-19 Crisis Management During COVID-19 Pandemic of Primary School Teachers in Aojiang Town, Zhejiang Province, China</p> <p><i>Shula Bai</i> <i>Prasak Santiparp*</i> Mahidol University *prasak.san@mahidol.ac.th</p> <p>Abstract</p> <p>COVID-19 pandemic causes crisis over the world during 2019-2021. Primary school teachers have roles in crisis management not only in school but also in community. The aims of this research are survey responsiveness and identify related the factors to primary school teachers' responsiveness during COVID-19 pandemic in Aojiang town, China. 300 primary school teachers from a total of 547 from the 8 primary schools were selected using proportional stratified random sampling. Cross-sectional survey study was employed for the research. The responsiveness contains preventive COVID-19 practices, crisis co-ordination, communication co-ordination, human resource co-ordination in school and supporting staff. The questionnaire was tested for validity with IOC and reliability with Chronbach's alpha of 0.84. Data were analyzed by descriptive statistics and t-test by SPSS. The findings are the teachers' responsiveness are high. The factors related to responsiveness are marital status, community participation, training of crisis management, knowledge, perception and social support.</p>

ID	Title / Author's name / Abstract
<p>3452 11:00-11:20</p>	<p>The Effectiveness of an Intervention Programme on Working Memory Plus Arithmetic Knowledge (WM+A) Kuan-Chun Tsai^{1*} Terezinha Nunes² Rossana Barros² ¹Harrow International School Bangkok, Thailand ²University of Oxford, U.K. Angel_ts@harrowschool.ac.th</p> <p>Abstract</p> <p>The aim of the study is to examine the effectiveness of an intervention programme (WM+A) which is designed to improve children's maths attainment. The intervention programme consists of two parts: working memory intervention and arithmetic knowledge intervention. Three research questions are asked: (1) What is the effect of WM+A intervention on children's numeracy skills? (2) What is the effect of WM+A intervention on children's working memory? (3) What is the effect of WM+A intervention on children's attention and behaviour in class? The investigation will be carried out at international schools in Thailand, which follow the National Curriculum in England and use English as a medium of instruction for teaching and learning. Pre-tests will be given to assess children's numeracy skills, working memory, attention and behaviour in class, followed by intervention session for 10 weeks. Children will receive 5 weeks of working memory intervention, followed by 5 weeks of arithmetic knowledge intervention. During the intervention session, half of the time will be one-to-one teacher led activities, and the other half will be computer games that reinforce the strategy and concepts which have been learned in the teacher led activities. Post-tests will then be conducted to measure the outcomes and evaluate the effectiveness of the WM+A intervention programme. It is expected that the current study will contribute both to the theory of children's maths attainment and on the practice of maths education.</p>
<p>3399 11:20-11:40</p>	<p>Investigating High and Low Proficiency College Students' Listening Competencies and Comprehension Strategies Jian-Hao Huang¹ I-Ying Tsai^{2*} ¹ Dhurakij Pundit University, Thailand ² National Kaohsiung University of Hospitality and Tourism, Taiwan jianhao.hua@dpu.ac.th¹ i_ying_tsai@hotmail.com^{2*}</p> <p>Abstract</p> <p>This study elucidates correlations of students majoring in MICE (Meeting, Incentive Travel, Conference and Exhibition) industry academic performance with listening comprehension to elicit listening competencies and comprehension strategies. Specifically, the following research questions are addressed in this study: strategies among MICE industry majors are explored for their listening comprehension. Qualitative research was conducted through a semi-structured interview. Based on academic performance, subjects recruited for this study included 24 students, 12 of whom were chosen as high proficiency level students while the other 12 were low proficiency students at a university in Taiwan. Based on the findings, MICE industry majors review their learning process with educators and ask for more listening practice and strategic guidance in the hope that such activities will improve their listening comprehension and competencies while resolving their listening difficulties. This empowers language teachers to create win-win opportunities to double-check instructional deficiencies and offer supplementary adjuncts.</p>

Session 5

10:20-11:40

Theme: Business Today

Session Chair: *Dr. Sze-Ting Chen*

Affiliation: China-ASEN International College, Dhurakij Pundit University

ID	Title / Author's name / Abstract
<p>3563 10:20-10:40</p>	<p>Factors Influencing Behavioral Intention to Use Food Delivery Apps in Thailand Market Jing Guo¹ Yan Xu² Dhurakij Pundit University ¹jing.guo@dpu.ac.th ²yan.xu@dpu.ac.th</p> <p>Abstract</p> <p>This article mainly discusses the influencing factors in behavioral intention to use food delivery apps in the Thailand market. It found that perceived ease of use, perceived usefulness, and the reputation of food delivery apps and their cooperative offline merchants are positively related to behavioral intention to use food delivery apps. In contrast, the perceived risk of food delivery apps is negatively related to behavioral intention to use the food delivery apps. These findings can enlighten businesses who want to transform from offline to online during the pandemic period. Enhance offline reputation management, choose reliable cooperative partners, make the transaction process simpler and clearer, and enhancing online transaction security is the most concerning factor for customers while they determine the use of the online app at the first time.</p>
<p>3589 10:40-11:00</p>	<p>The Effect of Marketing Mix and Corporate Image on Decision to Use Global Outward and Inward Transfer Service of Consumers in Bangkok Prin Samranweth¹ Charunya Parncharoen² SuphabWongsrisoontorn^{3*} ¹Kasikorn Bank Public Company Limited ^{2,3*}Dhurakij Pundit University ¹Prin154@gmail.com ²charunya@dpu.ac.th ³suphab.won@dpu.ac.th*</p> <p>Abstract</p> <p>This study aims to investigate the decision to use global outward and inward transfer service of consumers in Bangkok and to determine the impact of marketing mix and corporate image on decision to use global outward and inward transfer service of consumers in Bangkok. A cross-sectional survey study was conducted and data were obtained from 400 consumers in Bangkok who had used global outward and inward transfer service. Statistics used to analyze the data were descriptive statistics, including percentage, frequency distribution, mean, and standard deviation. Chi-Square test was used to test the hypothesis. The results of this study reveal that most of the respondents use global outward and inward transfer service via commercial bank with the major objective of paying for goods and services. Most of them used global outward and inward transfer service one to two times a month. Mostly transferred money more than 50,000 Baht each time with the transferring fees of 401-1,000 Baht. The results of hypothesis testing indicate that Price and Place have an effect on decision to use global outward and inward transfer service of consumers in Bangkok in term of amount of transferring money each time. It is also found that People, Process, and Physical Evidence have an effect on decision to use global outward and inward transfer service of consumers in Bangkok in term of transferring channel. Moreover, findings also found that corporate image does not have an effect on decision to use global outward and inward transfer service of consumers in Bangkok.</p>

ID	Title / Author's name / Abstract
<p>3367 11:00-11:20</p>	<p>The Studying of Tools and Elements for Creating Digital Marketing Strategies for Community Enterprise Development</p> <p>Wiranya Sutthikun Panisaya Atijitta Khanittha Moolprom Chanikarn Saensingkaew Orawan Tamsiwan Jipapron Pongsaeng Orathai Wannathong Sirinthra Phueakyim Surachart Charuenrat Thitiwat Tongkaew</p> <p>Faculty of Business Administration and Management Ubon Ratchathani Rajabhat University swaranthiya@yahoo.com</p> <p>Abstract</p> <p>In Thailand, community enterprises have been having traditional resource management concepts based on cultural capital and social capital. The primary objectives are to encourage people in community to be independent, by producing various products for their everyday use and for trading between members in community. Things are changing under current global circumstances though, products producing internally in the community for their everyday use and trading could not fit their needs anymore. Besides that, there also redundant product producing in community such as, soap, shampoo, detergent that could not be turned to cash for purchasing other products or services that cannot be produced in the community. And in addition to economic situation in Thailand that suffering from regressing growth rate due to the COVID-19 pandemic, therefore community enterprise could not depend only on their internal market, but they must expand their services and products to outside market as well. This research would present to possibilities of practicing Digital Marketing to create marketing tools and strategies. These marketing tools would drive community enterprise to transcend traditional way to modern way and raise the overall economy of the community. This article could be used for further reference for creating Digital Marketing on Thailand's community enterprise in next phase.</p>
<p>3595 11:20-11:40</p>	<p>A Game-Based Learning for Simulation Risk Management in Bottled Water Supply Chain</p> <p>Panuthat Nadsasarn¹ Sakgasit Ramingwong² Logistic Engineering and Supply Chain Management Department of Industrial Engineering, Faculty of Engineering Computer Engineering, Department of Computer Engineering, Faculty of Engineering Chiang Mai University ¹panuthat_nads@cmu.ac.th ²sakgasit@eng.cmu.ac.th</p> <p>Abstract</p> <p>Reinforcing the local industry to make them strong and sustainable in the current severe and high competition is considered as a critical mission of Thailand. Local business has played an important role which continually drives Thai economy for decades. Drinking water industry is an important business sector in Thailand because drinking water is necessary for basic consumption. This is especially for, urban lifestyle which people to pay extra attention on health. Consequently, bottled water business grows quickly. However, every business has risks. An effective risk management can reduce the likelihood damage or mitigate the damage to an acceptable level. Gamification of risk management can help increasing the effectiveness of the process. It can also be used for improving general activities in the supply chain as well as trainings. A well-designed game can help transferring knowledge such as cost management, budget control, damage insurance and management of other financial resources. This research collects data of actual risks in supply chain of bottled water. This includes identification and analysis of risks. The information is used to simulate risk management process in bottled water business. The game support multi players. The materialization of the risks in this game is controlled random. As a result, replaying the game is still challenging. The results of this research show gamification can be used as an effective educational tool for risk management, situation analysis process, risk prevention, and decision making on each situation.</p>

Session 6

10:20-11:40

Theme: Culture, Tourism, and Wellness

Session Chair: *Assistant Professor Dr. Montakan Chubchuwong*

Affiliation: Faculty of Tourism and Hospitality, Dhurakij Pundit University

ID	Title / Author's name / Abstract
3231 10:20-10:40	<p>The status of research in Romance of the Three Kingdoms (Samkok) in Thailand Kanokphan Thamsatitsuk* Penpisut Sikakaew Man Jiang China-ASEAN International College, Dhurakij Pundit University *kanokphan.tha@dpu.ac.th</p> <p>Abstract</p> <p>This article aims to study the status and tendency of research in the Romance of the Three Kingdoms (Samkok) in Thailand. The samples used in this study are 65 papers published in the Thailand research database since 1966, which consisted of 15 research articles, 13 academic articles, 2 doctoral dissertations, 33 master's theses, and 2 independent studies. The results showed that the number of research and study topics regarding Romance of Three Kingdoms has been consecutively increasing. The most popular study topics were character analysis (16%) and political thought (16%). This showed the popularity of Romance of Three Kingdoms characters upon Thai society and the relation between Romance of Three Kingdoms and political thought. Besides, the research on ethics and social values (11%), history (9%), comparative study of the versions (7%), and leadership traits (7%) were also preferred.</p>
3400 10:40-11:00	<p>Systematic Review of Community-Based Tourism in Thailand Deng Aimin Yupin Unkaew* Business Administration School, Zhongnan University of Economics and Law ohotourism@gmail.com</p> <p>Abstract</p> <p>This study applies a systematic review approach to examine and review community based tourism research in Thailand over the last five years, from 2016 to 2020. The objective is examines and synthesizes research on community-based tourism (CBT) in Thailand, and also looked into the research gaps that need to be addressed in future research. Secondary data was collected from online academic databases. Beside, both quantitative and qualitative data analysis and analyzed using descriptive statistics and content analysis.</p> <p>According to the findings, there are a total of 152 papers on community-based tourism in Thailand that have been published. The majority of the researches were carried out in 2020, whereby their main research objectives are focus on Community- based Tourism (CBT) in the Northeast of Thailand. The expansion of CBT destinations in Thailand is reflected in the direction and growing number of CBT publications.</p> <p>The results of the systematic review of literature indicate that researchers from various fields take great interest in writing papers about CBT because tourism is a field that can be integrated with a variety of disciplines. However, some of them are lack of awareness and understanding about community-based tourism concepts and principles, and as a result, some papers are dedicated solely to community tourism. The future research is required to concern 1) Information and communication Technology for CBT 2) Service and Safety 3) Initiatives for CBT in ASEAN 4) Creative Community Based Tourism (CCBT).</p>

ID	Title / Author's name / Abstract
<p>3516 11:00-11:20</p>	<p>Can Thailand Adapt Policies of Wellness for its Aging Population? <i>Veerawan Vararuth¹</i> <i>Daved Forde²</i> Stanford International University ¹<i>vararuth@stamford.edu</i> ²<i>forde@stamford.edu</i></p> <p>Abstract</p> <p>Many countries in the 21st century face aging populations, including member countries of the Association of Southeast Asian Nations (ASEAN). This paper focuses on Thailand, which has one of the highest aging populations in the ASEAN. One of the major themes that dominants discussions on measures and policies of Thailand to cope with and support its aging population is the concept of Wellness—</p> <p>By focusing on Wellness, elderly people can stay healthy and be able remain self-sufficient and active throughout their lifetimes. Many will be able to continue working after reaching traditional retirement age. This paper gathers information from various sources on the subject of wellness and aging, including, academic journals, conferences, and credible organizations. One of the main goals of wellness research is to support those people who are over 60 years to pursue their routine daily life with excellent health and happiness in harmony with their family and society.</p>
<p>3568 11:20-11:40</p>	<p>Mental Health Communication and Management for Educational Institutions in the Wake of the COVID-19 Pandemic <i>Peeraya Hanpongpanh*</i> <i>Patama Satawedin</i> School of Communication Arts, Bangkok University, Bangkok, Thailand *<i>peeraya.h@bu.ac.th</i> <i>patama.s@bu.ac.th</i></p> <p>Abstract</p> <p>The hit of the COVID-19 pandemic has not only changed people's ways of life to so-called the "new normal" manner, but it has also provided huge effects on people's physical and, especially psychological status. The main objective of this pilot study targets to explore and propose a mental health communication and management strategy for educational institutions in the wake of the COVID-19 pandemic. This study was presented in the form of an invalidated, novice holistic strategy of mental health communication and management that could be used and applied in the digital world. This study employed an experiential-based approach and it was supported by a variety of literatures for avoiding academic bias. The findings revealed the new A-C-T-I-V-E mental health communication and management strategy. It was the abbreviation for Analytics, Communication, Tactics, Internal (Collaboration), Veracity, and Environment. The study gives theoretical and practical contributions, specifically in the field of social-mediated mental health communication and management and the A-C-T-I-V-E mental health communication and management strategy should be validated for future studies.</p>

Session 7

10:20-11.50

Theme: Education Today

Session Chair: *Dr. Penpisut Sikakaew*

Affiliation: China-ASEN International College, Dhurakij Pundit University

ID	Title / Author's name / Abstract
3053 10:20-10:35	<p>Students' Readiness on Online Learning amid the COVID-19 Pandemic: A Case Study of a Thai University</p> <p><i>Xinrui Wang*</i> <i>Xinxin Wang</i> <i>Lu Zhang</i> <i>Xionglin Chen</i> China-ASEAN International College, Dhurakij Pundit University, Thailand *xinrui.wan@dpu.ac.th</p> <p>Abstract</p> <p>This study aimed to examine the readiness on online learning of Chinese international students in a Thai university during the COVID-19 pandemic. 269 undergraduate students were surveyed by a questionnaire on their readiness on online learning. In addition, 10 students among them were interviewed to express their opinions on challenges and suggestions on online learning. Data analysis revealed that the top three mainly used online learning platforms were Tencent Conference, DingTalk, and QQ live. The overall level of online learning readiness of students was high with a mean score equal to 3.77. Regarding five dimensions, students were much ready on computer/internet self-efficacy (M=3.82), followed by motivation for learning, self-directed learning, and online communication self-efficacy. Learner control got the lowest mean score (M=3.69). There were no statistically significant differences in online learning readiness in terms of gender, age, major, and GPA factors. "Tencent Conference" was the most favorite online learning platform as it provides various conveniences for learning. Students encountered several problems during online studies such as the Internet speed, effective communication, and supervision. In response to these difficulties, the students provided suggestions to improve the effectiveness of learning.</p>
3182 10:35-10:50	<p>Discussion on the Problems of International Chinese Project in X Universities of Thailand</p> <p><i>Manhua Li*</i> <i>Fei Zhao</i> <i>Xinrui Wang</i> Dhurakij Pundit University manhua.li8@dpu.ac.th</p> <p>Abstract</p> <p>In recent years, many Thai universities have opened International Chinese Projects, which have attracted more and more Chinese students. 'X University' has operated this project for just over a decade. As a young project, there are surely some problems with its development, such as hard to attract top Chinese students, relatively less new pattern applied courses, lack of career planning or guidance, etc. How we settle these problems appropriately is vital for the further development of this kind of project. Other universities that run this kind of project could also get relevant enlightenment from it.</p>

ID	Title / Author's name / Abstract
<p>3239 10:50-11:05</p>	<p>Implementing Online Collocation Dictionary to Foster Textual Translation Ability: An Experimental Study of Mainland Chinese EFL Learners Li-Wei Wei* Chuan-Chi Chang Chao-Qiao Yang China-ASEAN International College, Dhurakij Pundit University Shao-Ge HSU Taipei Municipal Huajiang High School liwei.wei@dpu.ac.th</p> <p>Abstract</p> <p>Collocation competence, if incontestably stated, poses a significant influence on ESL/EFL students' writing performance alongside mutual communication effectively. Even so, very limited attempt was made to clarify the relationship between learners' collocation competence and textual translation ability. The objectives of current paper were to: 1) examine Chinese EFL university learners' collocation knowledge and their textual translation ability before and following the treatment of collocation-based instruction; 2) observe the correlation between Chinese EFL university learners' collocation knowledge and their textual translation ability; and 3) to explore on effects of instruction adopting online English collocation dictionary on Chinese university learners' textual translation ability. This study in terms of research design was quantitatively conducted along with an experimental and control group being compared. The control group (N=38) received a generally-traditional vocabulary instruction while the experimental group (N=37) was conducted with the use of an online collocation dictionary as intervention. Results suggested: 1) a significant improvement was found in collocation knowledge and textual translation ability after the treatment; 2) collocation knowledge and textual translation ability were found significantly and positively correlated. The research outcomes substantially provided evidences of the relationship between collocation competence and textual translation ability. With this in mind, it can benefit EFL teaching by offering writing teachers with practical guidance on how collocation knowledge enables to serve as an optimal solution to EFL learners' problem with textual translation production.</p>
<p>3455 11:05-11:20</p>	<p>Using Digital Game-Based Language Learning for Foreign Language Learning: a Scoping Review on Previous Studies Published in between 2015 and 2020 Xichang Huang* Haiying Zhang Shujian Yin Dhurakij Pundit, China-ASEAN International College Xichang88@gmail.com</p> <p>Abstract</p> <p>The objective of this study is to review those empirical articles which have been published during the period from 2015 to 2020 concerning digital game-based language learning in the process of foreign language learning. Via the search engine JASTOR literature search which has the superior advantage in screening and filtering journals, 19 articles were detected in the end. To dig deeper into the types of the games, the gaming platform, and the findings of those studies reviewed, a quantitative content analysis technique was employed. Through the scoping literature review, it can be identified primarily that the types of games applied by these studies could be classified into two main types: digital games and educational games, both of which were developed with the exclusive purpose of foreign language learning. Besides, this research also discloses the fact that the digital game-based language learning focusing on second language acquisitions (DGBLL-SLA) implementation could be roughly divided into two forms: Computer-Assisted Language Learning (CALL) and Mobile-Assisted Language Learning (MALL). Premised on this scoping review executed, it is deducted that most of the current surveys put much emphasis on the game development rather than on the usage of those ready-made commercial-off-the-shelf games; besides, the majority of those reviewed studies concentrate on exploring the effect of digital games on the comprehensive outcome arising among learners.</p>

ID	Title / Author's name / Abstract
<p>3300 11:20-11:35</p>	<p>The Students' Opinions on the teaching quality of volunteer teacher in Shunchang high school, Fujian province, China Yanxi Yu Mahidol University 707047321@qq.com</p> <p>Abstract Parents and students around the world have incredible faith in the power of education. The rural area of the world have shown the need of education. The problems of rural education in China lie in the insufficient investment in education and the uneven distribution of resources. Giving this situation, Chinese government has set an “volunteer teaching policy”. To encourage graduate student from University to participate in volunteer teaching at rural area. Unlike the other countries, Chinese government don’t have major limitation who ever have a teaching licence could register for it. The other volunteer teaching is organized by NGO. Its easier to attend compare the government program. People who have bachelor degree could be a volunteer teacher even without teaching licence. This paper is taking depth of whether these volunteer teacher could change the rural area education better.To find out whether the volunteer program is sustainable and suitable for Chinese rural education. Furthermore, if the volunteer teaching could actually approve the education level for rural area of China.</p>
<p>3109 11:35-11:50</p>	<p>The Effects of Using Task-Based Language Teaching Method to Enhance Thai Grade 11 Students' Vocabulary Learning Lu Zhang Xinrui Wang Xinxin Wang Man Jiang Penpisut Sikakaew Xiongling Chen China-ASEAN International College, Dhurakij Pundit University Lu.zha@dpu.ac.th</p> <p>Abstract The purpose of the study was to investigate the effects of Task-Based Language Teaching (TBLT) method in vocabulary learning for Thai Grade 11 students at Nakhon Khon Kaen School, Khon Kaen Province. The participants in the study were Grade 11 students who studied in the second semester of academic year 2018 at Nakhon Khon Kaen School. They were purposively chosen to attend the study for exploring the effects of TBLT in vocabulary learning. These research instruments were used in this study 1) the vocabulary pre/post-test 2) lesson plan 3) worksheet. For collecting data, 30 students were required to participant in the vocabulary pre – test and vocabulary post – test to explore the vocabulary learning development. Moreover, students were supposed to attend in the TBLT lessons assigned by the teacher. The findings of the study revealed that Thai Grade 11 students' vocabulary learning was significantly developed by the TBLT method. Furthermore, the development of the vocabulary learning could be reflected in the Nation [1]'s vocabulary learning goals in terms of recognition of vocabulary, understanding the meaning of vocabulary and using of vocabulary.</p>

Session 8

13:00-15:40

Theme: Business, Economics, and Communication

Session Chair: *Dr. Ching-Chou Chen*

Affiliation: China-ASEN International College, Dhurakij Pundit University

ID	Title / Author's name / Abstract
<p>3583 13:00-13:20</p>	<p>The Effect of Personality Traits and Entrepreneurial Motivation on Entrepreneurial Intention of Generation Z Charunya Parncharoen¹ Chalida Kanjanajuta^{2*} Dhurakij Pundit University charunya@dpu.ac.th chalida.kaa@dpu.ac.th</p> <p>Abstract This paper aims to investigate the effect of personality traits and entrepreneurial motivation on entrepreneurial intention of generation Z in Thailand. A quantitative study was carried out and data were obtained through questionnaires. The research samples were 400 Thai people who were born after 1995. Data resulted from research questionnaire, were analyzed by the use of frequency, percentage, mean, standard deviation, and multiple regression analysis. Findings reveal that personality traits have significant and positive effect on entrepreneurial intention of generation Z in Thailand. When considering in details, Need for Achievement has the most effect on entrepreneurial intention of generation Z in Thailand, followed by Internal Locus of Control, Tolerance for Ambiguity, and Sense of Independence, respectively. The results from multiple regression analysis also found that both of entrepreneurial motivation, which are Intrinsic and Extrinsic motivation have significant and positive effect on entrepreneurial intention of generation Z in Thailand.</p>

ID	Title / Author's name / Abstract
<p>3368 13:20-13:40</p>	<p>The Level of People's Participation at the Long Boat Racing: A Case Study of Ubon Ratchathani Province Jaturong Sriwongwanna* Tran Lan Anh Nguyen Duy Anh Tran Pham Phawida Siangwan⁴ Chanakan Thamaphan⁵ Menghuy Ben⁶ Faculty of Business Administration and Management, Ubon Ratchathani Rajabha University * jaturong.s@ubru.ac.th</p> <p>Abstract The objectives of this study were to 1) study the level of people's participation 2) compare the differences of demographic factors and the level of people's participation and 3) compare the differences of environmental factors and the level of people's participation. Data were collected from 384 people who live in Nai-Mueang Sub-district, Ubon Ratchathani Province by using a questionnaire survey. In addition, data were statistically analyzed using mean, standard deviation, t-test, and one-way ANOVA The results of the study found that</p> <ol style="list-style-type: none"> 1. There was a moderate level of people's participation at the Long Boat Racing in each participant's aspect, included decision-making aspect, operational aspect, beneficiaries' aspect, and evaluation aspect. 2. The differentiation of age and community status would affect the level of people's participation at the Long Boat Racing in receiving benefits aspect. 3. The differentiation of qualification would affect the level of people's participation at the Long Boat Racing in operational aspect. 4. The differentiation of income would affect the level of people's participation at the Long Boat Racing in receiving benefit aspect, and evaluation aspect. 5. The differentiation of the amount of the community's membership would affect the level of people's participation at the Long Boat Racing in the operational aspect and receive benefits aspect.
<p>3534 13:40-14:00</p>	<p>The Application of the Intrinsic Motivation of SDT (Self-Determination Theory) in Marketing- in the Context of International Educational Programs' Promotion in Chinese Higher Education Guodong Deng (Nick) Yunnan Normal University nickdengk12@hotmail.com</p> <p>This study is intended to apply a theory from psychology, SDT (Self-Determined Theory) rarely used in marketing, to understand a particular sector in China's higher education market. The author explores why an underreached theory is good for such a context, followed by explanations of its mini-theories. A conceptual framework is then proposed to understand the relationship between all variables, along with research questions and objectives. Then, some initial thoughts on how this study can be carried out are shared towards the end of the paper.</p>

ID	Title / Author's name / Abstract
<p>3590 14:00-14:20</p>	<p>Factors Affecting Buying Behavior of International Products via Online Application of Consumers in Bangkok Preyanuch Kajonsakwongwai¹ Charunya Parncharoen^{2*} Surachai Suantubtim^{3*} ¹Rueangsil Pottery; ^{2&3*}Dhurakij Pundit University ¹saisine.ps@gmail.com ²charunya@dpu.ac.th ³surachai.sua@dpu.ac.th *</p> <p>Abstract This study investigated buying behavior of international products via online application of consumers in Bangkok and investigated the effect of demographic factors and motive factors of consumers in Bangkok on buying behavior of international products via online application. The survey research was employed and data were collected from 400 consumers in Bangkok who used to buy global products online. Statistics used to analyze the data were descriptive statistics, including percentage, frequency distribution, mean, and standard deviation. Chi-Square test was used to test the hypothesis. Findings reveal that most respondents bought international products via Shopee Application and usually bought international products via online application less than once a month. The majority of respondents usually spend approximately 501-1,500 baht per transaction. Most of them purchased apparel and paid via credit card. Mostly, the decision to buy global products via mobile application was done by themselves. The results of this study found that consumers in Bangkok have an overall motive to buy international products via online application at highest level. In details, the highest motive is Product Buying Motive, followed by Rational Buying Motive and Emotional Buying Motive, respectively. The hypothesis testing indicates that gender, age, occupation, income level, educational level, and marital status affect online buying behavior of international products via application of consumers in Bangkok. It is also found that Product Buying Motive has an impact on the frequency of buying behavior of international products via online application of consumers in Bangkok.</p>

ID	Title / Author's name / Abstract
<p>3436 14:20-14:40</p>	<p>E-Commerce Amidst Covid-19 Mikaela Aishel J. Flores* Fe Ann L. Honorio Nadine A. Lacasandile Trisha Mae A. Narnol Kenneth A. Tucay Hilmer M. Fernandez LORMA Colleges Senior High School *mikaelaaishel.flores@lorma.edu</p> <p>Abstract The purpose of this study is to investigate and explore how E-Commerce forms are affected by the Covid-19 pandemic; it also aims to perceive how their value chains have changed. This paper will help students gain professional and practical skills being undertaken in this kind of circumstances, especially those who wish to pursue a career in E-commerce. This study strives to be utilized as an assisting guide for e-commerce firms dealing with the current pandemic or similar future pandemics. Precisely, the study ought to answer the overarching questions: 1.) How are e-commerce firms affected by the Covid-19 outbreak; 2.) What parts of their value chains are being affected by Covid-19. Henceforth, Descriptive and Exploratory Quantitative Research Design, Purposive Sampling, General Weighted Mean, Frequency Distribution, and Ranking have been utilized. Furthermore, the researchers surveyed the respondents by giving out closed-ended, web-based questionnaires. With our study region, Makati City, Manila, 30 respondents were interviewed. The data will be bestowed case by case by presenting the graphs from the actual data concerning the concepts. The cases will begin by presenting some general information about the sellers, followed by how the Covid-19 situation has affected them and their value chains. Overall, we conclude that E-commerce firms increased their sales, but their expenditures increased and found it challenging to meet demands and expand due to the problems they faced because of the pandemic. Consequently, with the researchers' realization, these findings are needed by online sellers as it is beneficial to them to identify the problem and devise solutions.</p>
<p>3471 14:40-15:00</p>	<p>The Effects of Technology Disruption on Economic and Consumption Growth of Thailand Cherlada Thongsawan Chiang Mai University; Master Degree of Economics Cherladra@gmail.com</p> <p>Abstract The purpose of this research is to find out the relationship between technology disruption on the GDP growth and consumption growth of the population in Thailand by using Unit root test and The Multivariate Autoregressive State-Space model for the period of 1991 - 2019. Furthermore, this study aims to question that wants to analyze the convergence of GDP growth and consumption growth in two periods that during 1996– 2006 (before began 3G in Thailand) and 2007–2019 (after began 3G in Thailand). To achieved paper goals, we assumed variables are both dependent and independent variables including gross domestic product growth (GDPg), Final consumption expenditure (Cg). For Technology disruption, we used three variables to reflect economic growth and consumption namely Individuals using the internet (Uin), Mobile cellular subscriptions (MCS), and Technical cooperation grants (TCG). In Addition, we used five control variables that affect GDP growth consumption namely Gini index (Gini), Inflation (Inf), Gross fixed capital (GFC), and Net national income (Inc). Data have been collected from World Bank national accounts data. For analysis, our data is used in this studied R and SPSS programs are used to estimate and display the result of this study. Our results show a significant relationship between the technology disruption with GDP growth and consumption in Thailand, the number of internet users is positively affected GDP Growth and Consumption. The other variables of technology disruption have little relationship with the change the GDP Growth and Consumption.</p>

ID	Title / Author's name / Abstract
<p>3570 15:00-15:20</p>	<p>Celebrities Influence Public Opinion: Applying Celebrity Political Endorsement through Meaning Transfer Theory Peerawat Tan-intaraarj¹ ¹Faculty of Communication Arts, Stamford International University Peerawat.tan-intaraarj@stamford.edu</p> <p>Abstract This paper aims to explore studies about public opinion and celebrity political endorsement (CPE). Therefore, this reviewed article discusses related information from prior academic and results from research papers to illustrate the updated knowledge about the celebrity endorsement in the political dimension. Political communication plays a role in people's life, and it comprises of various activities. Moreover, there are many types of audiences as well. Moreover, according to the review, meaning transfer theory (McCracken, 1986) did mention in many sources because celebrity image can be transferred to an item, and it leads to purchasing intension in the marketing dimension. As regards political dimension, celebrity endorsements can support the politics sales too (Darrow, 2005). A further research may consider this review based on various sources, as well as using meaning transfer theory in political communication, to clarify and create an updated knowledge about celebrity political endorsement and public opinion. Besides, in the practical approach, this review article can enhance the process and the messages used in the political campaign.</p>
<p>3486 15:20-15:40</p>	<p>Factors Contributing to the Impulsive Buying Behaviour of Consumers & Its Role in Advertising Industry Rajesh Mankani Bachelor of Commerce (Financial Management) Lala Lajpatrai College of Commerce & Economics (Affiliated to University of Mumbai) drrajesh.mankani@lalacollege.edu.in</p> <p>Abstract It is often seen that consumers plan their purchases carefully but at the time of actually shopping, many a time, they get carried away by their emotions due to the visual appeal or attraction that a product, strategically placed in the store, may catch their eye and even though it was not part of the original shopping list, the consumer impulsively ends up buying the product. This emotional driven behaviour of consumers is known as Impulse Buying. There are several factors responsible for this impulsive buying behaviour of consumers and this area of marketing has particular potential for marketers who are always looking at ways and means of attracting the consumers' attention towards their products. This research sought to examine the demographic and psychological factors behind such impulsive buying behaviour of consumers in order to be able to establish a relationship between these factors and the aforesaid behaviour. Various hypotheses were established by the researcher keeping the impulsive buying as dependent variable and to study the impact of the various independent variables like age, income, gender, occupation, education, perceptions, etc on the dependent variables. Through a primary study aided by secondary data, analysed statistically, the researcher was able to establish a relationship between impulsive buying behaviour and factors such as income, perception, motivation & attitudes and beliefs of consumers. This research can be of very high importance to marketers who can use the outcomes to further fine-tune their marketing strategies and successfully catch the attention of their target consumers.</p>

Session 9

13:00-15:00

Theme: Education Management 1

Session Chair: *Dr. Jian-Hao Huang*

Affiliation: China-ASEN International College, Dhurakij Pundit University

ID	Title / Author's name / Abstract
3107 13:00-13:15	<p>Effect of College Students 'Achievement Motivation on Subjective Well-Being :Social Support as Mediating Variable</p> <p><i>Yan Yang</i> Jiangsu Vocational College of Finance & Economics, CHINA yan2026@qq.com</p> <p>Abstract</p> <p>The aim of study is to explore the relationship between achievement motivation social support and subjective well-being of college students .Based on the theory of self-determination, this research used quantitative approach with descriptive-correlational method .The instrument used questionnaire with Likert scale model and adopted the achievement motivation scale, perceived social support scale and subjective well-being scale to investigate 583 college students from a university in Jiangsu province, China . The results suggest that) :1 (achievement motivation has a significant positive effect on subjective well-being;) 2 (Achievement motivation of college students has a significant positive effect on social support;) 3 (Social support has a significant positive effect on SWB;) 4 (Social support played a partially mediating role in the effect of achievement motivation on subjective well-being.</p>
3122 13:15-13:30	<p>Research on Relationship Between Self-Efficacy of Online Study and Academic Achievement of Chinese Oversea Students in Thailand</p> <p><i>Zepei Wu Zhoubao Wei*</i> CHINA-ASEAN International College, Dhurakij Pundit University 2294788747@qq.com</p> <p>Abstract</p> <p>The research explores the relationship between self-efficacy of online study and academic achievement of Chinese overseas students in Thailand. The Chinese overseas students in Thailand of two Thailand universities are selected by convenience sampling to have questionnaire research. It is gained with 287 copies with effective and official data. The result shows that there is a significant positive impact of Chinese overseas students in Thailand's self-efficacy of online study on academic performance.</p>

ID	Title / Author's name / Abstract
<p>3129 13:30-13:45</p>	<p>The Influence of Gratitude on Life Satisfaction of Vocational College Students: The Mediating Role of Social Support Xinglong Ma¹ Xiaoyan Li^{2*} International College at Dhurakji Pundit University ¹327734535@qq.com ^{2*}125461642@qq.com</p> <p>Abstract Objective: To explore the relationship between gratitude, social support and life satisfaction of vocational college students. Methods: The gratitude scale (GQ-6), social support rating scale and life satisfaction scale (SWLS) were used to conduct a questionnaire survey on 301 vocational college students. Result: 1. Gratitude has a significant positive impact on the life satisfaction of vocational college students. 2. Gratitude has a significant positive impact on social support; 3. Social support has a significant positive impact on the life satisfaction of vocational college students; 4. Social support plays a role between gratitude and vocational college students' life satisfaction Part of the mediating role. Conclusion: Gratitude of vocational students not only directly affects life satisfaction, but also indirectly affects life satisfaction by influencing social support.</p>
<p>3181 13:45-14:00</p>	<p>Research on the Relationship between Entrepreneurial Competence and Entrepreneurial Intention of College Students in Western China: Moderating Role of Social Support Weiguaju Nong^{1,2} Jiafu Liu^{1,3*} ¹ Dhurakij Pundit University ² Guangxi University of Foreign Languages, China ^{3*} Guizhou Education University, China 79690618@qq.com</p> <p>Abstract In order to clarify the influence of entrepreneurial competence and social support on entrepreneurial intention, and the moderating effect of social support on the relationship between entrepreneurial competence and entrepreneurial intention, this study selected 689 college students from 6 universities in the western part of China by using the entrepreneurship intention vector scale, entrepreneurship competency scale, and social support evaluation of college students as well as the questionnaire survey was conducted. The results show: (1) Entrepreneurial competence has a significant positive impact on entrepreneurial intention; (2) Social support has a significant positive impact on entrepreneurial intention; (3) Social support has a significant positive moderating effect between entrepreneurial competence and entrepreneurial intention.</p>

ID	Title / Author's name / Abstract
<p>3358 14.00-14.15</p>	<p>Study on the Relationship between College Students' Well-being and Innovation Behavior: The Mediating Role of Emotional Intelligence Xinyao Li^{1*} Ke Zhang¹ Chung-Tsung Shen² ¹*China-ASEAN International College, Dhurakij University, Thailand ²Educational Entrepreneurship and Management, College of Education, National University of Tainan *65775518@qq.com</p> <p>Abstract Based on the social cognition theory, emotional intelligence is used as a mediating variable to establish a research model of the effect of well-being on innovation behavior. Using 753 college students from a university in Shaanxi Province to verify the research hypothesis, the following conclusions are drawn: (1) Well-being has a significant positive predictive effect on innovative behavior, the higher the Well-being is, the stronger the ability of innovative behavior is; (2) Emotional intelligence has a significant positive effect on innovative behavior; (3) There is a significant positive correlation between well-being and emotional intelligence; (4) Emotional intelligence has a partial mediating effect on the relationship between well-being and innovative behavior.</p>
<p>3200 14:15-14:30</p>	<p>The effect of proactive personality of college student On entrepreneurial intention : Taking entrepreneurial Self-Efficacy as a mediator Xin-Hai Wang¹ Da-Leng Zhou² Wen-Ya Lai^{3*} ^{1, 2, 3}International College at Dhurakji Pundit University ²Hezhou University, Hezhou, Guangxi, China ^{1, 3}Foshan Polytechnic, Foshan, China ¹214302994@qq.com ²178204743@qq.com ³*765489949@qq.com</p> <p>Abstract Objective: To explore the influence mechanism of Proactive Personality on College Students' entrepreneurial intention. Methods: 463 college students were investigated by using Initiative personality questionnaire, entrepreneurial self-efficacy questionnaire and entrepreneurial intention questionnaire. Results: 1. Proactive personality has a significant positive influence on college students' entrepreneurial intention; 2. Proactive personality has a significant positive influence on entrepreneurial self-efficacy; 3. Entrepreneurial self-efficacy has a significant positive effect on college students' entrepreneurial intention; 4. Entrepreneurial self-efficacy plays a fully mediating role between proactive personality and college students' entrepreneurial intention. Conclusion: In entrepreneurship education, we should be good at identifying individuals with high proactive personality, pay attention to cultivating college students' entrepreneurial self-efficacy, so that they can have better entrepreneurial confidence and form clearer entrepreneurial intention.</p>

ID	Title / Author's name / Abstract
<p>3120 14.30-14.45</p>	<p>The Influence of Freshmen's Shyness on Students' Engagement under the Background of COVID-19--the Mediating Role of Coping Style Chuang Xu* Zhen-jia Ding Dhurakij Pundit University 258482574@qq.com</p> <p>Abstract In order to study the relationship among Shyness, coping style and participation behavior of college's freshmen in the epidemic of COVID-19 in China. There are 300 college students in Hunan province were investigated with Shyness Scale (SC), Simple Coping Style Questionnaire (SCSQ) and Students Engagement Scale, and 292 valid questionnaires were collected. The results show that shyness has a significant negative effect on students' classroom participation under the background of mixed teaching normalization; Coping style plays a completely mediating role in the relationship between Shyness and Students Engagement. Therefore, cultivating and shaping positive Coping Styles and eliminating the Shyness of freshmen are effective ways to improve Students Engagement.</p>
<p>3572 14:45-15:00</p>	<p>The Relationship between Proactive Personality and Entrepreneurship Intention of College Students in China's Minority Area Zhi-an Dong International College at Dhurakji Pundit University 77684817@qq.com</p> <p>Abstract Objective: This study taking Guangxi Zhuang Autonomous Region as an example, explored the relationship between the Proactive Personality (PP) and Entrepreneurial Intention (EI) of college students in ethnic minority areas in China, and examined the mediating role of Grit. Convenient sampling was used to select college students from 6 universities to conduct a questionnaire survey, and the structural equation modeling (SEM) method was used for testing. The research results show that: college students' PP is at the upper-middle level, Grit is at the upper-middle level, and EI is at the middle level. PP, Grit, and EI are significantly positively correlated, Grit has a partial mediating effect between PP and EI. Finally, research and discussion were carried out, and future research directions were proposed.</p>

Session 10

13:00-14:20

Theme: Business Matters

Session Chair: *Dr. Jia-Fure WANG*

Affiliation: China-ASEN International College, Dhurakij Pundit University

ID	Title / Author's name / Abstract
3078 13:00-13.20	<p>Relationship Between Psychological Empowerment and Innovation Performance: The Mediating Effect of Employee Creativity</p> <p><i>Ziming Xu Feng-Lin Liu Chiu-Hui Tsai* Pao-Cheng Chen</i> China-ASEAN International College, Dhurakij Pundit University chiu-hui.tsa@dpu.ac.th</p> <p>Abstract</p> <p>In the past, the research on innovation performance focused on the innovation performance of the enterprise, while ignoring the individual's innovative performance. Traditional enterprises focus on the management of collective innovation ability, while ignoring the management of individual innovation ability. This study focuses on the impact of psychological empowerment on employee innovation performance under the condition of employee creativity as the intermediary.</p> <p>Through empirical research, it is found that psychological empowerment has obvious positive effect on employee innovation performance, and psychological empowerment has obvious positive effect on employee creativity, and employee creativity has obvious positive effect on employee innovation performance. The intermediary test also validates the role of employee creativity in the relationship between psychological empowerment and employee innovation performance, and validates the hypothesis proposed in this study. Hypothesis verification provides new management ideas for enterprise innovation management.</p>
3105 13:20-13.40	<p>The Moderating Effect of Corporate Governance Structure on the Relationship between ERP System and Business Performance</p> <p><i>Xiaoya Lu¹ YaojunFan^{2*}</i> ¹The Hi-tech College of Xi'an University of Technology ^{2*}Dhurakij Pundit University yaojun.fan@dpu.ac.th</p> <p>Abstract</p> <p>The key to the success of ERP system lies in the effectiveness of enterprise resource allocation. The corporate governance mechanism determines the supply of resources to a large extent, and it will also have an impact on the implementation of the ERP system. Taking corporate governance as a starting point, this paper verifies the regulatory effect of corporate governance elements on the relationship between ERP system and corporate performance through the study of listed companies in China's logistics industry. By studying the effect of corporate governance on the relationship between ERP system and corporate performance, this paper draws the following conclusions: (1) in Chinese logistics listed companies, the shareholding ratio of the first shareholder has no significant effect on the relationship between ERP system and corporate performance; (2) the proportion of independent directors has a positive moderating effect on the relationship between ERP system and corporate performance. (3) the management equity incentive mechanism has a positive effect.</p>

ID	Title / Author's name / Abstract
3507 13:40-14.00	<p>The Influence of Tour Leader's Affective Traits on Work Outcomes -Verify Mediating Effect of Emotional Burn out</p> <p><i>Shen-Yin Liu*</i> Dhurakij Pundit China-ASEAN International College liushenyin@gmail.com</p> <p>Abstract</p> <p>The purpose of this study is to explore the relationship between the emotional characteristics of team leaders and their work. Group members' positive emotions, negative emotions, emotional exhaustion and travel satisfaction are related to these three dimensions. Effectively predicting emotional exhaustion is an intermediate variable. The importance of a tour leader personality should give the tourism industry more space to think about how to effectively achieve positive result, make suggestions to achieve emotional exhaustion and satisfaction-related operations for future recruitment, employment, evaluation and guidance. When selecting a tour leader, personality characteristics should be applied as a reference. In fact, it is impossible to sure understand the personality characteristics of the tour leader during the interview. It must be analyzed and evaluated in a scientific way. It can deeply play the role of positive emotions.</p>
3591 14.00-14.20	<p>China and Thailand Have Current Cultural Exchanges and Their Characteristics</p> <p><i>Yasumin Thaisomboon^{1*} Supachai Jeangjai² Rujirek Kasemchotipat³ Wang Lingyun⁴</i> ¹*College of Marxism, Harbin Engineering University, China ²Faculty of International Studies, Prince of Songkla University, Thailand ³Faculty of International Maritime Studies, Kasetsart University Sri Racha Campus, Thailand ⁴Section Chief of Project Management Section, International Office of Yantai University, China yasumin.yt@gmail.com</p> <p>Abstract</p> <p>As early as the Western Han Dynasty, China and Thailand relied on the advantages of similar territories to carry out a series of economic and cultural exchanges and accumulated corresponding experience. July 1, 1975 China and Thailand also formally established diplomatic relations, and expanding the field of cooperation, Economic and trade cooperation has achieved more obviously, The cross-penetration of humanistic ideas. In this regard, this article will also take the cultural exchanges between China and Thailand as an entry point, Analyzing the basic status quo of cultural exchanges between China and Thailand. And explore specific features, wish to bring certain references and enlightenment to related researchers, only for the purpose of involving others.</p>

Session 11

15:00-16:45

Theme: Education Management 1

Session Chair: *Asst. Prof. Dr. Peng-Fei Chen*

Affiliation: China-ASEN International College, Dhurakij Pundit University

ID	Title / Author's name / Abstract
<p>3099 15:00-15:15</p>	<p>Relations between Parenting Style and Dormitory Interpersonal distress: The Mediating Role of Empathy Chang-Wu Wei^{1, 2} Li-Ying Nong^{1, 2} Ying Wang^{1, 3} Wen-Ya Lai^{1, 2} Nan-Guang Su^{1, 2} ¹Chinese International College, Dhurakji Pundit University ²Hezhou University, Hezhou, Guangxi, China ³Guangxi University Xingjian College of Science and Liberal Arts, Nanning, Guangxi, China. 353641477@qq.com</p> <p>Abstract This research is mainly to explore the relationship among college students' parenting style, empathy and dormitory interpersonal distress. 468 college students completed the questionnaire of parenting style, empathy scale, and dormitory interpersonal distress questionnaire. Analysis of Structural equation model showed that: (1) dormitory interpersonal distress was significantly negatively correlated with empathy, father's/mother's emotional warmth, and significantly positively correlated with father's/mother's over-protection and father's/mother's rejection; (2) Empathy completely mediated the relationship between mother's/father's emotional warmth and dormitory interpersonal distress; (3) Empathy played a partially mediated role in the influence of father's/mother's rejection on dormitory interpersonal distress; Suggestions are put forward to improve college students' dormitory interpersonal distress, and the future research prospects are also discussed.</p>
<p>3118 15:15-15:30</p>	<p>Research on the Practice of Digital Transformation of Higher Education in China in the Post-epidemic Period---Topic Analysis based on 2020 EDUCAUSE Horizon Report Zaiming Xia* Yongkang Wang Wanli Gao Zhenlei Xiao Lei Peng Education Management, Dhurakij Pundit University, Bangkok, Thailand xiaz1990@gmail.com</p> <p>Abstract Due to the epidemic situation in 2020, the world has fallen into economic stagnation. Compared with the past, the EDUCAUSE horizon report released in 2020 focuses on the influencing factors of economy, technology, and other dimensions from the perspective of higher education development. For exploring the digital transformation and future development trend of Chinese higher education, this paper analyzes the digital transformation trend of Chinese higher education in 2020. The paper combined with the teaching experience and thinking interview research of front-line teachers, we conclude that Chinese digital transformation mainly relies on the Internet construction. But the current situation is that there are some problems in the matching of infrastructure construction and actual education. This requires educators to jump out of the traditional teaching cognition and make more digital information textbook design for online teaching to it can really help and improve the efficiency of online and offline flexible teaching.</p>

ID	Title / Author's name / Abstract
3264 15:30-15:45	<p>Effect of Parent-child Relationship in Original Family on Chinese College Students' Academic Achievement: Gratitude as a Mediating Variable Jun Li Xinyi Ma* Hongling Zhao Lili Chen Li Ma Dhurakij Pundit University, Bangkok, Thailand 1657042373@qq.com*</p> <p>Abstract</p> <p>This research extends the previous research by examining the factors that influence the academic achievement of Chinese college students. Based on the three scales of the previous study, the study specifically proposes that academic achievement is inherently related to parent-child relationship and gratitude education, this study was conducted to test this assertion. Three hundred Chinese college students from 4 universities in China participated in the questionnaire. The results showed that parent-child relationship has a significant positive impact on academic achievement and gratitude, gratitude has a significant positive impact on academic achievement. In addition, gratitude plays a partial mediation role in parent-child relationship and academic achievement.</p>
3329 15:45-16:00	<p>The Effect of Principal Transformational Leadership on Teacher Job Satisfaction in Hainan: The Mediating Role of Psychological Capital Li Wang* Lin Pan Tao Du Xuhao Meng Education Management, Dhurakij Pundit University, Bangkok, Thailand 1400818342@qq.com</p> <p>Abstract</p> <p>This study uses teacher psychological capital as an intermediary variable to explore the relationship between the transformational leadership of university principals and teacher satisfaction in Hainan. Use the Principal Transformational Leadership Scale, Psychological Capital Scale, and Teacher Job Satisfaction Scale to test teachers in Hainan Province, China, analyze the differences in teacher demographic variables, and establish a mechanism for the influence of university principal transformational leadership on teacher satisfaction. A sample survey of college teachers in Hainan, China, with 232 valid questionnaires, is conducted to empirically test the theoretical hypothesis model. The results show that the leadership of college presidents in Hainan not only directly affects teacher satisfaction, but also indirectly affects job satisfaction through the mediating role of psychological capital.</p>
3302 16:00-16:15	<p>The influence of Chinese college students' career exploration on job searching behavior: the mediating role of job-searching self-efficacy Yafei Luo¹ Ruina Ding^{2*} Lingjie Wang³ Zihao Gao⁴ Hengshui University^{1,3} Dhurakij Pundit University^{2*} Huanghe Jiaotong University⁴ *dingruina@gmail.com</p> <p>Abstract</p> <p>Based on the theories of career development stage, this study examines the mechanism of action towards career exploration on college students' job-searching behavior. A study with a total number of 202 participants randomly selected via a convenient sampling technique was conducted using a career exploration scale, job-searching self-efficacy scale and job-searching behavior scale for data collection and analysis. The results show that: career exploration significantly and positively predicts job-searching behavior of Chinese college students; career exploration significantly predicts the self-efficacy of Chinese college students seeking employment; job-searching self-efficacy significantly predicts job-searching behavior of Chinese college students; and finally job-searching self-efficacy significantly and partially determines the intermediate variable between career exploration and job-searching behavior of Chinese college students.</p>

ID	Title / Author's name / Abstract
<p>3314 16:15-16:30</p>	<p>The Study about the Relationship Between the Psychological Capital and Academic Achievement: The Intermediary Function of Achievement Goal Orientation Jiping Zhang Ying Zeng* Feifei Chen Ziao Hu Xin Bai Mengyao Yang Dhurakij Pundit University, Bangkok, Thailand *185716976@qq.com</p> <p>Abstract</p> <p>In order to explore the relationship between college students' psychological capital, achievement goal orientation with academic achievement, adopting psychological capital scale for college students, achievement goal orientation scale, and academic achievement scale, the present study made a questionnaire survey among the 567 students from Ningbo University in Zhejiang Province and Guangxi Normal University. The result showed that college students' psychological capital and achievement goal orientation both had significantly predictable functions on academic achievement, psychological capital a significant influence on academic goal orientation, and achievement goal orientation has significantly played a totally intermediary role in the influence of college students' capital psychological capital on academic achievement.</p>
<p>3349 16:30-16:45</p>	<p>Study on the relationship between college students' physical exercise and subjective experience Xiaoyan Li* Le Li Chen Chen Wei Ke Yaxin Luo Education Management, Dhurakij Pundit University, Bangkok, Thailand 252946493@qq.com</p> <p>Abstract</p> <p>The objective is to explore the relationship between college students' physical exercise and subjective exercise experience. Methods are that 209 college students were investigated by the questionnaire of physical activity grade and subjective exercise experience. About results, there were significant gender differences between college students' physical exercise and subjective exercise experience. College students participating in physical exercise has a direct and positive effect on enhancing their subjective exercise experience. There are significant differences in the amount of physical exercise between the two subjective exercise experiences: positive well-being and psychological distress. The subjective exercise experience of positive well-being has significant difference in different physical exercise intensity. The conclusion is that the colleges and universities should arrange suitable physical exercise programs according to the physical and psychological characteristics of college students and gender differences.</p>

Session 12

15:00-16:40

Theme: Language, Culture, and Education

Session Chair: *Asst. Prof. Dr. Yuan-Cheng Chang*

Affiliation: China-ASEN International College, Dhurakij Pundit University

ID	Title / Author's name / Abstract
Invited talk 15:00-15:20	<p>清莱华文民校华文教育现状研究 娄建坤 清莱美赛鹏博冠中文学校校长 泰国云华职业学院汉语教育硕士研究生•院长 Loujiankun0068@gmail.com</p> <p>Abstract</p> <p>This article studies the status quo of Chinese education in Chinese civilian schools in Chiang Rai Province. The object of the research is 15 Chinese schools in Chiang Rai Province. Through questionnaire surveys, I understand the basic situation of Chinese schools, teachers, and students, the difficulties they face, and the difficulties in running the school. Doker analysis is used. The law presents the status quo and existing problems of Chinese schools at all levels, and puts forward specific suggestions for the Chinese school leaders and relevant government departments to understand and manage the Chinese schools.</p> <p>Keywords: Chiang Rai, Chinese Minor School, Chinese Education, Chinese School Students</p>
3085 15:20-15:40	<p>Investigation into the Linguistic Landscape of Chinese Language within and around A University in Thailand Bo Wang⁻¹ Lingfen Mo¹ Haiying Zhang¹ Xiang You^{1,2} ¹China-ASEAN International College and Chinese International College², Dhurakij Pundit University Email :bo.wan@dpu.ac.th</p> <p>Abstract</p> <p>Studying overseas Chinese language via the theory of “linguistic language” not only creates a new perspective for the corresponding researches, but also broadens the scope of them. Without doubt each “Chinatown” throughout the globe is deemed as a top location in linguistic language study of overseas Chinese language. Nevertheless, sufficient attention is supposed to be attached to other types of areas where overseas Chinese aggregate. In this research, the linguistic language of Chinese language has been looked into both within and around Dhurakij Pundit University in Thailand. Through such research perspectives as code and function analysis, comparison with surveys of “Chinatown”, it is proposed that sub-inquiries into separated regions should be adopted before reaching an integrated conclusion when probing into the overall situation of Chinese language in Thailand based on the theory of linguistic language.</p>

ID	Title / Author's name / Abstract
<p>3357 15:40-16:00</p>	<p>A Comparative Study of Chinese Shop Names in Traditional and New Chinese Communities in Thailand Luyan Chai Chinese Teacher (Thailand) Association es.pst81@gmail.com</p> <p>Abstract This paper conducted a field survey of the Chinese shop names in the Chinatown area which represents the traditional Chinese community in Bangkok of Thailand and the Huai Kwang district which represents the new Chinese community in Bangkok. A total of 505 valid samples in Chinatown district and 136 valid samples in Huai Kwang district were obtained. Descriptive statistical analysis and comparative analysis of these samples were carried out from the perspectives of linguistics and sociolinguistics. First, it analyzed the characteristics of the Chinese language usage of the store names in the two districts above from various perspectives such as phonetics, vocabulary, grammar and rhetoric. Next some examples of the structure types and quantity distribution of Chinese naming elements were given. The study found that there were obvious differences in language usage and naming structure between Chinatown and Huai Kwang district. The Chinese language used in Chinatown shows strong characteristics of traditional Chinese culture while it shows the features of diversification, modernization and simplified Chinese in Huai Kwang district. These characteristics reflect the changes in both social and commercial culture of overseas Chinese communities.</p>
<p>3406 16:00-16:20</p>	<p>Theoretical Frontier and Practical Innovation of Smart Chinese Learning Jie Shi* Wanying Wang Xiaofei Li Meile Zhang College of international education, Shandong Normal University *sdnushijie@163.com</p> <p>Abstract The wide application of emerging technologies such as big data and artificial intelligence has brought unprecedented vitality to educational forms. Smart education and smart learning have become the inevitable trend of educational reform and development in the information age. On the basis of smart learning smart Chinese learning conducts preliminary exploration and focus on the level of "Chinese". This article analyzes and discusses the relevant theories of smart Chinese learning , explores the practical innovation of smart Chinese learning based on the in-depth expounding of cutting-edge theories , and explores the use of smart learning environments and platforms to guide Chinese learners to discover and develop their own wisdom. Cultivate self-wisdom and promote a new path for the development of Chinese learners' personality and collective wisdom. In turn , it will create a free, harmonious, open, and scientific ecosystem for international Chinese education , and coordinately promote the innovative development of smart Chinese learning.</p>

ID	Title / Author's name / Abstract
<p>3216 16:20-16:40</p>	<p>Problems and Measures to Cope with “Teachers, Texts, and Learning Management ”of Chinese Language Learning in Thailand <i>Shen Ye*</i>, <i>Wipawee Wanla</i> Nakhon Pathom Rajabhat University lrafye16@gmail.com</p> <p>Abstract</p> <p>According to the initiative of “Belt and Road initiative ”Policy to enhance advancement of the “21st Century Silk Road”, China and some ASEAN countries have increasingly had tightened cooperation and communication .Under serious promotion on education of both Thai and Chinese government, it leads to effectiveness of Chinese language learning in Thailand .Chinese language learning management in Thailand has been highly preferred and Thai government also promotes Chinese language learning seriously helping to increase the number of Chinese language learners .However, although overall situation of Chinese language learning management in Thailand tends to be better, there are several problems on Chinese language learning management that must be solved .These problems consist of three outstanding problems, i.e., teachers, texts, and teaching methods .The first problem consists of the lack of teachers in some areas, low quality teachers, and insufficient quality teachers .The second problem consists of the lack of appropriate texts for Thai learners .The third problem consists of teaching methods that fails to focus on characteristics of learners, lack of good classroom atmosphere, and moderate learning results.</p>

Session 13

15:00-16:20

Theme: Higher Education

Session Chair: *Dr. Ren-Cheng Zhang*

Affiliation: China-ASEN International College, Dhurakij Pundit University

ID	Title / Author's name / Abstract
<p>3267 15:00-15:20</p>	<p>A Literature Analysis on the application of Flipped Classroom for Higher Education: Evidence from Teaching Online for Undergraduate Students <i>Quan Su^{1*} Fangyu Xiang¹ Chaoqiao Yang¹ Kuan-Chun Tsai²</i> ¹ China-ASEAN International College, Dhurakij Pundit University ² Harrow International School Bangkok *suquanspring@foxmail.com</p> <p>Abstract</p> <p>The spread of the novel coronavirus pneumonia COVID-19 has prevented college students from many places across the country regarding the on-site learning as scheduled. To comply with the announcement of the Ministry of Education "suspending the classes without terminating the teaching activities", colleges and universities are required across the country to deliver the way of online teaching. However, teaching online in the epidemic is different from traditional online teaching activities. The teaching online mode is using the modern technology and computer-related technology to break the limitations of time and space and region. It is different from the traditional offline teaching mode, complements and promotes each other. Under this special circumstances and conditions, the online teaching mode can also conduct independently with the offline teaching mode. This article is conducted by the application of flipped classroom for undergraduate online teaching by carrying out a systematic literature analysis method. After searching for keywords through Baidu academic database, the conditions are referred. There are 1340 articles in the literature, and among the 1340 articles that meet the conditions, 1254 articles remain after repeated function screening through endnote software. After setting the conditions of journal article, journal category, undergraduate, non-undergraduate, and literature supplement, thus the selected reading documents are generated as total of 21 articles. Through the analysis of the 21 articles, the application of flipped classrooms in undergraduate online teaching, the enthusiasm of students in class under this mode, and the impact on later education curriculum reform are obtained.</p>
<p>3312 15:20-15:40</p>	<p>Cross-cultural Adaptation of Chinese Students studying in Thailand--A Case Study of University A Thailand <i>Lingfen Mo* Bo Wang Dan Su Hao Chen</i> China-ASEAN International College lingfen.mo@dpu.ac.th</p> <p>Abstract</p> <p>In recent years, studying in Thailand has also become one of the hot choices for Chinese students to study abroad, so the study of the cross-cultural adaptation of Chinese students in Thailand is becoming more and more important, and the number of relevant research is small and basically in the form of questionnaires. In this study takes five Chinese students from A University in Thailand as the research objects, and their cross-cultural adaptation was investigated in depth by way of in-depth interviews in qualitative research. Under the guidance of relevant theories, this study analyzed the current situation of cross-cultural adaptation from different levels of the respondents' daily life and studies, and analyzed and summarized the main factors that affect their cross-cultural adaptation. Finally, this study putted forward some suggestions on how Chinese students in Thailand can better adapt to cross-cultural.</p>

ID	Title / Author's name / Abstract
<p>3345 15:40-16:00</p>	<p>Thinking and Exploration of Online Teaching in Colleges and Universities during the Period of Epidemic Prevention and Control—A Case study of Dhurakij Pundit University Hao Chen* Dan Su Bo Wang Linfen Mo Dhurakij Pundit University, CAIC, Bangkok, Thailand *hao.che@dpu.ac.th</p> <p>Abstract</p> <p>With COVID-19 raging around the world, the education industry has faced unprecedented challenges. Facing this popularity, colleges and universities adhere to the principle of "suspending classes and not stopping school". The online teaching model has been popularized and developed as never before, and large-scale online education has shown a new education normal. With the in-depth integration of information technology and education and teaching, the top priority is to establish a better online teaching model. How to use the existing online teaching model to maximize its advantages, avoid its disadvantages, and better implement the reform of online teaching methods is a necessary measure in a special period. In order to better implement online teaching, this article uses questionnaire surveys and interviews to discuss the problems in online teaching practice from the perspective of teachers and students, carefully analyze and summarize, and put forward corresponding suggestions from the three perspectives of teachers, students and universities.</p>
<p>3394 16:00-16:20</p>	<p>The Trinity Strengthens the Education of Patriotism —— A case study of the Department of Grammar and Foreign Language of Xinhua College, Ningxia University Yanqi Li Qilong Ti Xinhua College of Ningxia University 415561056@qq.com</p> <p>Abstract</p> <p>The main research problem of this paper is to explore how to implement and strengthen patriotism education in Colleges and universities in the new era, keep pace with the times, combine various ways to cultivate patriotism feelings, infiltrate patriotism education from military courses, make full use of red education resources to carry out party and League activities, and effectively play the role of retired students as role models. In the new era, we should explore the potential of military courses, cultivate patriotism, and explore more ways of military education, so that patriotism and red gene can be effectively integrated into students' Ideological and political work, and play the role of retired students as an example. The purpose is to make the red gene embedded in the hearts of more college students, which can effectively stimulate college students' patriotism, improve national security awareness, strengthen the concept of national defense, and enhance the sense of historical mission.</p>

Poster & Video Presentation

Session 14

09:00-11:55

Theme: Business

Session Chair: *Dr. Kelvin C.K. Lam*

Affiliation: China-ASEN International College, Dhurakij Pundit University

ID	Title / Author's name / Abstract
3315 09:00-09:05	<p>Establishing Templates of Time Standards for Wire Electrical Discharge Machine Station and Grinding Station: A Case of LEADTECH International Corporation Limited</p> <p><i>Chris Lee¹ Ying-Yuan Chen^{2*}</i></p> <p>¹ LEADTECH International Co., Ltd., General Manager</p> <p>^{2*} LEADTECH International Co., Ltd., Manufacturing Department Specialist yy.chen@mail.endwell.com.tw</p> <p>Abstract</p> <p>For small-scale metal processing companies such as LEADTECH International Corporation Limited, their management is probably experience-oriented. In this study, a simple data analysis method is provided to develop a fair and efficient working hour calculation template so that production management staff can use it immediately and supervise processing staff improving their efficiency. Finally, it is verified that the monthly overall mean value of α of the wire electrical discharge machining (WEDM) station has gradually approached the α value set by the template, which is in line with the big data law. This serves as a basis for the company to adjust its management modes in the future. Then, establishing the initial standard working hour template for the grinding station makes the research method proposed in this study more convincing. From the development and use of the two templates to the present, the standard working hour templates for the WEDM station and grinding station are extremely accurate, which is highly appreciated and recognized by the senior management of the company.</p>
3058 09:05-09:10	<p>The Impact of Consumer Reviews on Purchasers' Decision-making, with Perceived Value and Perceived risk as the Mediating Effect, Cognitive Demand as the Moderating Effect, and Tourism as an Example</p> <p><i>XiaoYang Liu¹ Sze-Ting Cheng^{2*}</i></p> <p>Dhurakij Pundit University</p> <p>¹1418819699@qq.com ^{2*}d974010008@gmail.com</p> <p>Abstract</p> <p>The Internet Technology and social media platforms rapidly rise, which caused short-term rental sharing platforms rely on the internet. The landlords who possess the idle housing assets have been connected with the travel consumers who need zero-hour accommodation. Owing to the advantages of short sublet, low cost, and strong experience, it has gradually become an important choice for tourism consumers. Moreover, because the communication between platform merchants and travel consumers relies on the online platform, online reviews generated by consumers after the purchase experience can effectively alleviate the problem of asymmetry in the information exchange between merchants and consumers on the platform, which will affect consumers' online shopping decisions. The research method adopts structural equation and questionnaire survey.</p>

ID	Title / Author's name / Abstract
<p>3059 09:10-09:15</p>	<p>The Influence of Individualized Contract on Active-passive Innovation Behavior: Taking Work Pressure as a Mediator and Harmonious Passion as a Moderator Le Zhang^{1*} Chun-Shuo Chen^{2*} ^{1,2} MBA Program, China-ASEAN International College, Dhurakij Pundit University. 1076639492@qq.com*</p> <p>Abstract</p> <p>Active innovation will make the employees in the organization produce more enthusiasm and innovation performance, while passive innovation is the forced innovation behavior of employees under pressure and survival, which will waste enterprise innovation resources and reduce innovation performance. Therefore, based on the special talent management mode of personalized contract, this study takes the enterprise employees in Qingdao, Shandong Province as the research object, and is expected to issue 600 questionnaires to study the reaction of employees with personalized contract to pressure, which will lead to active innovation or passive innovation, and the moderating effect of harmonious work passion. The expected results of this study are as follows: (1) personalized contract has a positive impact on challenging pressure and hindering pressure of work pressure; (2) challenging pressure has a positive impact on active innovation; (3) hindering pressure has a positive impact on passive innovation; (4) work pressure has a mediating role between personalized contract and active passive innovation (5) Harmonious work passion positively moderates the relationship between challenging pressure and active innovation. (6) harmonious work passion negatively moderates the relationship between obstructive pressure and passive innovation.</p>
<p>3064 09:15-09:20</p>	<p>The Impact of Person-Post Matching on Work Bottlenecks: The mediating Effect of Job Frustration, The Moderating Effect of Perceived Leadership Support Wenqin You[*] Xiugang Yang[*] MBA Program, China-ASEAN International College, Dhurakij Pundit University. 1047540212@qq.com*</p> <p>Abstract</p> <p>The work encountered in the career development of employees cannot break through the stagnant work bottleneck. At this stage, if the correct direction is not found, they may be stuck in the bottleneck all the time, resulting in depressed employees and lack of enthusiasm for work. Without self-confidence in work, the ability of employees is not displayed at this stage, which makes employees have a higher willingness to leave, which leads to brain drain. Therefore, this study uses employees of enterprises in Chongqing as the research object and adopts a random sampling method. A questionnaire to explore how job matching affects work bottlenecks, and explores the mediating role of job frustration and the moderating role of perceptual leadership.</p>

ID	Title / Author's name / Abstract
3196 09:20-09:25	<p>The Influence of Employees' Psychological Availability on Employees' Innovative Behavior Based on Enterprise Knowledge Sharing : Taking Error Communication Orientation as A Mediator Yuqi Li^{1*} Chun-Shuo Chen² MBA Program, China-ASEAN International College, Dhurakij Pundit University vicky.1201@foxmail.com[*] chun-shuo.chen@dpu.ac.th²</p> <p>Abstract In order to improve the market activity and advocate the innovation of the whole people in China, some enterprises have made investment, but the effect is not high. In order not to lose competitiveness, the frequency of innovation behavior is very important. This study uses snowball sampling method to investigate employees of many companies in Xi'an. A total of 493 questionnaires were collected and the data were analyzed to study the impact of employees' psychological availability on employees' innovative behavior. The results of this study are as follows: (1)having verified the relationship between employees' psychological accessibility and employees' innovative behavior, between employees' psychological accessibility and error communication orientation, and between error communication orientation and employees' innovative behavior; (2) having verified the mediating role of error communication orientation between employees' psychological accessibility and employees' innovative behavior; (3) having verified the moderating role of enterprise knowledge sharing between employees' psychological accessibility and error communication orientation as well as between error communication orientation and employees' innovative behavior.</p>
3210 09:25-09:30	<p>The Influence of Over-qualification in Employment on Turnover Intention : Taking Work Alienation as Mediator and Workplace Friendships as Moderator Xiangyang Zhao[*] Chun-Shuo Chen MBA Program, China-ASEAN International College, Dhurakij Pundit University [*]961543240@qq.com</p> <p>Abstract With the popularization of higher education today, the competition for academic qualifications is becoming more and more intense in the competition for jobs, which will undoubtedly cause the problem of over-qualification. Over-qualification puts forward new requirements for enterprise managers and human resource management. Whether employees will feel alienated from work due to over-qualification, which will further affect employees' resignation intention, and whether workplace friendship can be used as a moderating variable between over-qualification and resignation intention. It is the focus of this study to prove through empirical analysis.</p>

ID	Title / Author's name / Abstract
3178 09:30-09:35	<p>Employee Followership Under the Influence of Self-Control and Self Efficacy: Exploring the Mediating Role of Harmonious Work Passion and Career Adaptability</p> <p>HaoBo Zeng* Ching-Chou Chen</p> <p>MBA Program, China-ASEAN International College, Dhurakij Pundit University. *315641511@qq.com</p> <p>Abstract</p> <p>According to the different entry points of self-control, this study establishes two different mediating models, positive and negative, to explore the two effects of employee self-control on followership. According to the characteristics of the research, this research takes enterprise employees as the survey object, and uses the form of questionnaire to conduct investigation and research. It is estimated that 500 questionnaires will be distributed and sample data will be analyzed. Based on conservation of resources theory and self-determination theory, it investigates the influence of employee self-control through career adaptability on followership, the influence of self-control through harmonious work passion on followership, and the moderating role of self efficacy in it. Through the research results, employees can understand how to grasp personal self-control to obtain favorable work results, and rationally use the motivational support of self efficacy to promote the rational allocation of organizational employees and provide empirical support for the company's better development plan.</p>
3412 09:35-09:40	<p>The Impact of Abusive Supervision on Workplace Deviant Behaviors of New Generation Employees: Leader-member Relationship Differentiation and Interaction Justice as the Mediating Variables, Procedural Justice and Distribution Justice as the Moderating Variables</p> <p>Zixuan Xue^{1*} Jia-Fure Wang²</p> <p>China-ASEAN International College, Dhurakij Pundit University. Email: 842928162@qq.com^{1*}; jiafure.wan@dpu.ac.th²</p> <p>Abstract</p> <p>Relevant empirical studies showed that abusive supervision behavior of leaders has certain negative impact on many variables, such as employee psychology and behavior, employee work attitude and performance. This study will explore the impact of abusive supervision on workplace deviant behaviors of new generation employees with leader-member exchange differentiation and interactive justice as the mediating variables, and with procedural justice and distributive justice as the moderating variable. The hypotheses among above relationships would be formulated and this research framework would be verified. 500 questionnaires would be distributed by e-mail to employees in one information technology company in Shenzhen, China. The returned and valid data will be analyzed to verify the hypotheses. Suggestions to the industry are expected to be proposed.</p>

ID	Title / Author's name / Abstract
<p>3414 09:40-09:45</p>	<p>The Impact of Online Shopping Scenario Cues on Brand Preference : The Mediating Variables of Perceived Value and Brand Identity, and the Moderating Variables of Online Reviews and Vanity Jing Rui Luo¹ Jia-Fure Wang^{2*} China-ASEAN International College, Dhurakij Pundit University 1024554706@qq.com¹ jiafure.wan@dpu.ac.th^{2*}</p> <p>Abstract With the continuous innovation and convergence of Internet technology and traffic, cross-border e-commerce has become one of the main ways for consumers to shop online. This study will study the relationship between online shopping cues and consumer's brand preference, explore the mediating roles of perceived value and brand identity in the above relationship, and probe the moderating roles of online reviews and vanity among the above relationships. 500 questionnaires will be distributed to those consumers who shopped Nike products through internet in China. Returned data will be analyzed by SPSS and AMOS to verify hypotheses. Suggestions to the online shopping would be proposed.</p>
<p>3438 09:45-09:50</p>	<p>The Influence of Employees' Perception of Work Ability on Self-compensation Behavior: Employees Empowerment and Work-related Flow as the Moderating Variables Xuewen Zhou^{1*} Jia-Fure Wang² China-ASEAN International College, Dhurakij Pundit University 519054712@qq.com^{1*} jiafure.wan@dpu.ac.th²</p> <p>Abstract In recent years, there are studies on the fit of organizational environment, corporate culture, leadership values and other aspects from employees' viewpoints. However, there are few studies on the fit of work ability based on employees' own subjective perception, especially on compensation behaviors of in employees' active learning skills or making up for their own faults. This study will explore the impact of employees' work ability perception on self-compensation behavior, with mediating variables of work pressure perception and work cost perception, and with moderating variables of employee mobility and work flow experience. 450 designed questionnaires would be distributed on the spot by random sampling to the employees of one industrial Group in Fujian Province, China. On Monday, Wednesday and Friday weekly. Data would be analyzed by SPSS to verify hypotheses and suggestions to the industry would be proposed.</p>

ID	Title / Author's name / Abstract
<p>3448 09:50-09:55</p>	<p>The Impact of Brand Anthropomorphism on Brand Happiness: Use Psychological Distance as the Mediating Variable and Hedonic Goods as the Moderating Variable QiYu Wang^{1*} Dr. Kelvin C. K. Lam^{2*} ^{1*}Dhurakij Pundit University CHINA-ASEAN International College ^{1*}liumax@qq.com ^{2*}2094752921@qq.com</p> <p>Abstract</p> <p>At this stage, the importance of brand marketing has played a vital role. Companies will design brand logos, names, images, etc. more interesting and unique, and use similar methods to narrow the distance with consumers and increase consumption of brands Happiness. Create value for solving the relationship between enterprises and consumers, and help create emotional bonds between brands and customers. This article selects brand anthropomorphism and consumers' psychological distances for discussion, with hedonic Goods as the core and level theory as the basis, and establishes a model framework. Random sampling was conducted among domestic college students and collected relevant data to verify the influence of anthropomorphic brands on brand happiness.</p>
<p>3535 09:55-10:00</p>	<p>The Role of University and Industry Cooperation in the Development of Undergraduate's Entrepreneurial Competency in Southwest of China Li Wang The College of Arts and Sciences • Kunming 584474096@qq.com</p> <p>Abstract</p> <p>Nowadays, more and more individuals world-wide, especially college students, are showing increasing interest in starting their own business, which leads to the rise of entrepreneurship and entrepreneurial education, especially in China. Entrepreneurial education and entrepreneurial competency are valued as two crucial elements in promoting enterprise performance, and they play a significant role in the successful development of small business. From the perspective of innovative cooperation between university and industry in modern society, this study aims to reveal the role of university-industry cooperation in developing undergraduate's entrepreneurial competency and help universities explore more effective and innovative approaches in cooperation with industries to foster more potential entrepreneurs among their students. In this study, interview and questionnaire will be adopted among randomly selected small business owners, administrators, students and entrepreneurs to collect some data with methods of Likert scale and regressions.</p>

ID	Title / Author's name / Abstract
<p>3536 10:00-10:05</p>	<p>Corporate Social Responsibility, Risk Management and Organizational Performance: A Study on Listed Manufacturing Companies with Different Business Strategies in China</p> <p>Min Chen Yunnan Normal University 707026082@qq.com</p> <p>Abstract</p> <p>Corporate social responsibility (CSR) is an important mission to enterprises, they must take CSR initiatives, incorporating social, environmental, ethical, human rights, and consumer concerns into their strategic plans. We investigate the relationship among CSR, risk management and organizational performance (OP) with the sample of Chinese listed manufacturing companies covering the 2015-2019 period. This paper analyzes the impact of CSR on risk management and builds a logical framework between CSR and risk management. We also discuss the influence of risk management on OP and form positive feedback on risk management, and promote the sustainable development of companies. In addition, we further investigate the mediating effect of risk management on CSR and OP, in order to help companies to make better strategic planning of CSR and risk management, and understand the economic consequences of fulfilling CSR and risk management from a long-term perspective. We find that CSR is linked to risk management, the effect of CSR on firm performance is both direct and indirect. Risk management partially mediates the relationship between CSR and OP.</p>
<p>3537 10:05-10:10</p>	<p>A Study on Impact of Knowledge Management, Employee Empowerment and Digital Transformation on the Relationship between Human Capital and Organizational Performance in Chinese Private University Context</p> <p>Min Zhang College of Arts and Sciences Kunming 103383545@qq.com</p> <p>Abstract</p> <p>With the development of technology, economy and society, great changes have taken place on individuals and organizations. In the digital age, human resource management is facing new challenges. It is necessary to further study how to give full play to the value of human capital and promote organizational performance. University is a human capital-intensive organization, but also by the digital impact of the industry. Based on the context of Chinese private universities and the theoretical basis of AMO, this paper discusses the mediate role of knowledge management, employee empowerment and digital transformation as three mediators between human capital and organizational performance. In addition, the effects of three variables on the mediation of the other two variables are discussed. Findings of the paper would contribut to struct a high-performance work place(HPWS) by knowledge management, employee empowerment, and digital transformation on the basis of AMO theory for organizational performance in Chinese private university context.</p>

ID	Title / Author's name / Abstract
<p>3542 10:10-10:15</p>	<p>Consumer New Behavior in Update Factors on Chinese-based Social Media Weibo: Consumer Engagement in Online Marketing Zhao Yi Dhurakij Pundit University College of Innovative Business and Accountancy 758942187@qq.com</p> <p>Abstract Consumer engagement is an important issue because it can foster a strong form of brand engagement, which is critical for brands in the modern SM world. This study aims to analyze the performance of consumer engagement in online marketing. It is mainly to analyze the new behavior of consumer engagement different from those in the past. On September 2020, the number of active Weibo users reached 224 million. The majority of Weibo users were born in the 1990s and the post-2000 generation, which accounted for nearly 80%. Weibo users showed a trend of younger age. Consumer engagement on microblogs is also diversified, such as attention to government affairs, idols, entertainment, life and online marketing. The research finds that under the brand management concept of "consumers, products and Internet", many brands in China encourage consumers to participate by building brand value co-creation platform and brand Intellectual Property, and successfully convert consumers into brand value co-creators and guide their brand value co-creation. In my research, I choose in-depth individual interviews with regular Weibo users (i.e. those who checked Weibo seven or more times per week) who followed at least one brand account for the qualitative stage. Through the analysis and investigation of this paper, we can have a deep understanding of the current Weibo users' consumer new behavior.</p>
<p>3567 10:15-10:20</p>	<p>The Influence of Employee Empowerment Atmosphere on Work Constructive Deviant Behavior: The Moderating Variables of Spiritual Leadership Heng Zhang* China-ASEAN International College, Dhurakij Pundit University; 895533737@qq.com</p> <p>Abstract This article explores the relationship between authorization atmosphere and constructive deviant behavior. In this study, a total of 500 employees in Beijing were surveyed through model construction and analysis, using random sampling methods. SPSS is used to verify the reliability and validity of the scale, and perform correlation analysis, regression analysis, mediating effect analysis and adjustment analysis. The expected results are empowerment atmosphere has a positive effect on constructive deviant behaviors, organizational embedding plays an intermediary role between the empowerment atmosphere and constructive deviant behaviors, and spiritual leadership plays a mediating role between organizational embedding and constructive deviant behaviors.</p>

ID	Title / Author's name / Abstract
<p>3271 10:20-10:25</p>	<p>The Influence of Authoritarian Leadership on Employees' Withdrawal Behavior —On the Adjustment of Adversity Quotient Ziqing Zhao^{1*} Sze-Ting Chen² MBA Program, China-ASEAN International College, Dhurakij Pundit University. ¹*1293312856@qq.com ²szeting.chen@dpu.ac.th</p> <p>Abstract Authoritarian leadership is a hot topic of leadership research in recent years. Authoritarian leadership has been defined as a dimension of Chinese leadership in recent years, and this dimension of authoritarian leadership is often interfered by benevolent leadership and moral leadership. At present, the mechanism of authoritarian leadership on employee retreat behavior is not clear, and most of the current papers and literatures only have similar negative variables such as employee turnover and employee revenge. There is no relevant research on withdrawal behavior. The purpose of this paper is to deepen the understanding of employee retreat behavior, and explore how endurance psychology as a mediator directly mediates authoritarian leadership and employee retreat behavior, and explore the moderating effect of adversity quotient between authoritarian leadership and employee retreat behavior.</p>
<p>3291 10:25-10:30</p>	<p>Influence of Servant Leadership and Social Exchange on Employees' Deviant Behaviors Xueqi Li* Sze-Ting Chen MBA Program, China-ASEAN-International-college, Dhurakij Pundit University *994740111@qq.com</p> <p>Abstract Through research, it mainly explores the influence of servant leadership and social exchange within the organization on the deviant behavior of employees. This study introduces altruism as the mediating variable, and organizational attachment as the moderating variable. Human activities are inseparable from the group, and exchanges will inevitably occur in the group. Combined with the current economic environment, the deviant behavior of employees has been called a major problem to be solved urgently. In this context, this research uses social exchange theory as the theoretical basis. Within the scope of the organization, it uses leadership behavior and organizational membership to study the impact on deviant behavior. This study uses stratified sampling for questionnaire distribution and collection and structural equation modeling. Four cities at different development levels in Shandong Province are selected as the questionnaire distribution area. Two companies are selected from each city, and a total of eight companies conduct questionnaire collection. The results of the study found that servant leadership and social exchange behavior among members inhibit the occurrence of employee deviant behavior, and the mediating influence of altruistic behavior in the path of service-oriented and social exchange affecting deviant behavior is established. The emotional commitment in organizational attachment has a negative moderating effect.</p>

ID	Title / Author's name / Abstract
<p>3123 10:30-10:35</p>	<p>The Role of Humor in Office Management and Its Impact on Organizational Effectiveness Chaofan Guo^{1*} Kelvin C. K. Lam² China-ASEAN-International-college,Dhurakij Pundit University ¹543759454@qq.com ²dr.kelvinlam@qq.com</p> <p>Abstract</p> <p>In order to explore whether humor can be used as a management tool in Chinese office management, how managers use humor to enrich leadership, how to use humor to achieve some important organizational effects, and what factors affect the appropriateness of humor. This study combed important studies on humor and management, collected data from 8 managers of 8 large and medium-sized service organizations in China through semi-structured interviews, and coded data analysis using grounded theory. Research has found that managers recognize the benefits of using humor as a management tool. Humor is highly situation-dependent in achieving organizational effects such as reduced stress, team cohesion, improved communication, creativity, and leadership effectiveness. Respondents tended to attribute their use of humor to their natural skills and humor was just a part of their personality. The negative effects of race and gender on humor use are not obvious, while language, age, religion and hierarchy have an impact on the effect of humor use.</p>
<p>3139 10:35-10:40</p>	<p>The Research on the Relationship between Effort-reward Imbalance and Relation Deviating Behavior Mengyun Xu^{1*} Jia-Fure Wang² China-ASEAN International College, Dhurakij Pundit University. ¹343851537@qq.com ²jiafure.wan@dpu.ac.th</p> <p>Abstract</p> <p>The employees' relations are very important in the organization nowadays. This study explores the impact of employee's effort-return imbalance on the relation deviating behavior and investigates the mediating role of organizational justice and the moderating role of psychological capital. The hypotheses among the above variables are built up and the conceptual framework is formulated. Questionnaires will be distributed through online chatting groups in QQ or WeChat to employees of some small and medium-sized enterprises in China by acquaintances. After questionnaires are received, the data will be analyzed by SPSS and AMOS to verify the hypotheses above. Suggestions to managers about relation deviating behavior would be proposed.</p>

ID	Title / Author's name / Abstract
<p>3141 10:40-10:45</p>	<p>The Impact of Psychological Contract Breakup on Employees' Deviant Behavior: The Mediating Variable of Negative Emotion and the Moderating Variable of the Relationship between Superiors and Subordinates Yimeng Hu^{1*} Jia-Fure Wang² China-ASEAN International College, Dhurakij Pundit University. ¹1090127369@qq.com ²jiafure.wan@dpu.ac.th</p> <p>Abstract Employees often have different degrees of psychological contract breakup due to various reasons. The various deviating behaviors made by employees have also become a hidden danger to the sustainable development of the company. This paper explores the relationship between psychological contract breakup and employee deviation behavior, and further verifies the mediating effect of negative emotion on the relationship between psychological contract breakup and employee deviation behavior, and the subordinate relationship moderating the relationship between the psychological contract breakup and employee deviation behavior. The research objects of this research are mainly employees in the finance, sales, technology, or human resources department of some enterprises in Beijing and Shandong, China. Around 500 questionnaires will be distributed to employee groups in WeChat or QQ chattering group of those companies. SPSS25.0 statistical software will be applied to analyze the data returned and to verify the hypotheses. Theoretical or practical suggestions would be proposed.</p>
<p>3051 10:45-10:50</p>	<p>How Self-compassion Affects Work Engagement: Examining the Moderating Role of Difficulties in Emotion Regulation and Interpersonal Stress Sen Liu^{1*} Ching-Chou Chen² China-ASEAN International College, Dhurakij Pundit University, Thailand ¹*sascorst@gmail.com ²ching.scholar@gmail.com</p> <p>Abstract This article aims to explore whether the level of employees' self-compassion has an impact on their own performance in the organization. And, this article explores related variables to establish a theoretical model, use the questionnaire survey method, through the network questionnaire, and collect 335 valid samples for analysis. The results show that self-compassion has a negative impact on emotional exhaustion, emotional exhaustion has a negative impact on work engagement, difficulties in emotional regulation have a negative moderating effect between self-compassion and emotional exhaustion. Moreover, self-compassion can alleviate the negative impact of employees when they are under pressure, bring benefits to the employees themselves, and lead to the employees having a positive impact on the organization.</p>

ID	Title / Author's name / Abstract
<p>3056 10:50-10:55</p>	<p>The Impact of Dynamic Absorptive Capacity and Positive Psychological Capital on Personal Innovation Ability, Taking Technical Knowledge as a Moderator, Self-efficacy as a Mediator <i>Yu Ling He¹ Sze Ting Chen^{2*}</i> Dhurakij Pundit University ¹Daisy4854@163.com ²d974010008@qmail.com</p> <p>Abstract</p> <p>Talent is the foundation of innovation and the core element of innovation. Faced with economic internationalization, market globalization, and diversification of customer needs, companies have resulted in lower and lower maintainability of competitive advantages. Only continuous innovation can sustain success. The research theme of this paper is: "For how personal innovation ability is affected by dynamic absorptive capacity and positive psychological capital, technical knowledge is used as the moderating effect, and self-efficacy is the intermediary." The expected research results are that positive psychological capital will pass through the self. Efficacy affects an individual's ability to innovate; dynamic absorptive capacity has a positive impact on individual innovation. According to the survey, the recruitment of employees in enterprises affected by the epidemic has shrunk, and the market economy urgently needs innovative talents. Therefore, the research purpose of this article is: "Through research to clearly understand how to improve personal innovation ability, from which aspects, and what factors will affect personal innovation ability. Therefore, research is not only beneficial to individuals in a fierce competitive environment. Enhance the core competitiveness of individuals, and through continuous innovation, it will help to maintain the sustainable development of the company in a super competitive environment."</p>
<p>3061 10:55-11:00</p>	<p>The Impact of Green Consumption Cognition on Green Purchasing Intention: From the Perspective of Face Awareness <i>Ying Zhu^{1*} Szeting Chen²</i> Dhurakij Pundit University China-ASEAN International College ¹997964260@qq.com ²d974010008@qmail.com</p> <p>Abstract</p> <p>In recent years, green consumption gradually appears in people's vision. But many consumers still stay in the level of consciousness about green consumption in China. Therefore, it is very important to explore the influencing factors of consumers' green purchasing behavior. In this paper, we consider the traditional knowledge-confidence-action model. Through the online questionnaire, this paper explores the impact of green consumption cognition and green perception value attitude on green purchase, and how face consciousness regulates the above relationship. The expected result is that green consumption cognition has an impact on green purchasing intention through green perception value, and people with high face consciousness are more likely to have prosocial behavior. Based on the results and conclusions, we hope to enrich the researches of China's local consumer behavior and provide guidance for enterprises to promote green products.</p>

ID	Title / Author's name / Abstract
<p>3197 11:00-11:05</p>	<p>The Impact of Work Connectivity Behavior After-Hours on Cyberloafing: Using Work Alienation as Mediator Shangwen Qin[*] Chun-Shuo Chen MBA Program, China-ASEAN International College, Dhurakij Pundit University. [*]236213827@qq.com</p> <p>Abstract Based on the theory of emotional events, this study explores the influence of Work Connectivity Behavior After-Hours behavior on employees' sense of work alienation, and Cyberloafing caused by this negative psychology. Equity theory is added to explore the role of pay equity in Work Connectivity Behavior After-Hours behavior and job alienation; and activation theory is added to explore the role of time pressure in adjusting work alienation and Cyberloafing. The subjects of this research are mainly general staff and middle-level managers in companies that use online offices in various industries in China. It is planned to send 500 questionnaires. Expected research results: Pay equity can negatively adjust the negative impact of Work Connectivity Behavior After-Hours behavior on work alienation, and time pressure can negatively adjust the negative impact of work alienation on Cyberloafing.</p>
<p>3205 11:05-11:10</p>	<p>Dilemma of Work-Family: The Preferred Resolution Style Achieving the Balance Xin Sun^{1*} Kelvin C. K. Lam² China-ASEAN International College, Dhurakij Pundit University. ¹*243717808@qq.com ²2094752921@qq.com</p> <p>Abstract This qualitative study aimed to explore analyze the impact of imbalance of work-family conflicts faced by female managers and sum up the feasible suggestions and strategies for them to achieve work-family balance. Using purposive sampling to select 15 female managers to conduct semi-structured in-depth interviews to obtain their experience and preferred resolutions style in different situations. Female managers of different marital status take the initiative to face the imbalance between work and family. To alleviate or resolve the work-family conflict, the choice of unmarried female directors is through the individual, and the choice of married female directors is through the family.</p>

ID	Title / Author's name / Abstract
<p>3206 11:10-11:15</p>	<p>Consumption Experience and Preferred Marketing Solution for Gen Y&Z: A Case Study of Small - Town and Rural Markets in China Ming Zeng^{1*} Kelvin C.K. Lam² China-ASEAN International College, Dhurakij Pundit University. ¹*847029901@qq.com ²2094752921@qq.com</p> <p>Abstract</p> <p>This research aims to explore the optimal marketing strategies that are more suitable for China's small-town and rural markets. This research uses a qualitative study to select 15 Y&Z generations in the small-town and rural markets to conduct semi-structured interviews. From their perspective, we can understand their current use of consumer channels in the small-town and rural markets. Through the theory of planned behavior and consumption experience theory, they are used to understand the factors that affect their preferred consumption channels and the consumption experience of their preferred consumption channels. According to the content analysis method analyzed the interview data and concluded that the preferred consumption channel of the Y&Z generation in the small-town and rural markets is the online consumption channel, which is more inclined to the functional experience based on product prices and services. Combining online and offline methods, making good use of each strength, is currently the preferred marketing strategy that is more suitable for small-town and rural markets.</p>
<p>3012 11:15-11:20</p>	<p>From the Perspectives of Rationality and Sensibility to Study the Effect of Tourists' Perceived Value and Place Attachment on the Willingness to Revisit Chengyang Hanjia Folk Village—the Moderator of Novelty Seeking Pengfei Zhang¹ Ya-Ping Chang^{2*} Dhurakij Pundit University CHINA-ASEAN International College ¹2267121437@qq.com ^{2*}angelachang0011@yahoo.com.tw</p> <p>Abstract</p> <p>From the perspective of "rational" perceived value and "perceptual" Place attachment, this study selects Chengyang Hanjia Folk Village as the research object. According to the social exchange theory and attitude theory, this paper attempts to construct a research framework of tourists' perceived value, place attachment, novelty seeking and Revisiting Intention in the context of folk culture tourism, the data were obtained by on-the-spot questionnaire survey, and the hypothesis test was carried out. The results show that: tourists' perceived value has a significant positive impact on place attachment; place attachment has a significant positive impact on revisit intention; However, landscape resources and service value, cultural value, social value and cost value have an indirect impact on revisit intention under the mediating role of place attachment. Finally, according to the research results, suggestions and suggestions are put forward for how to improve the tourists' willingness to revisit.</p>

ID	Title / Author's name / Abstract
<p>3025 11:20-11:25</p>	<p>The Influence of Spiritual Leadership on Unethical Pro-organizational Behaviors: Mediating Effect of Organizational Identification, the Moderating Effect of Trust of Employees in Organization Bing Lyu* Chun-Shuo Chen Dhurakij Pundit University China-ASEAN International College *531608877@qq.com</p> <p>Abstract</p> <p>As an increasingly common social phenomenon in recent years, enterprise anomie has had an increasingly serious impact on the social and economic order. In this context, this study believes that unethical pro-organizational behaviors may be one of the attributions of corporate anomie. In order to understand the nature of unethical pro-organizational behaviors, this research focuses on exploring the influence of spiritual leadership on unethical pro-organizational behaviors, and establishes a model framework based on the theory of intrinsic motivation and social identity.</p>
<p>3502 11:25-11:30</p>	<p>Development of IT Problem-Reporting System: Case Study of Office of the Permanent Secretary for Defence Chanatip Inpaktun¹ Nantika Prinyapol^{2*} Worapat Paireekreng³ ¹Defence Information and Space Technology Department, Office of the Permanent Secretary of Defence, ^{2,3}College of Innovative Technology and Engineering, Dhurakij Pundit University ¹chanatipinpaktun@gmail.com ^{2*}nantika.pri@dpu.ac.th ³Worapat.pai@dpu.ac.th</p> <p>Abstract</p> <p>This research aims to develop IT problem reporting systems to manage problem-reporting missions and to enable administrators to use them as tools to control operations more efficiently. The defence information and space technology department (DIST) provides information technology services to troops operating in the office of the permanent secretary of defence (OPSD). According to an enormous number of users using information technology services, researchers have found that the significant challenges is no notifications of reporting problems. Therefore, this research is to develop information technology problem-notification systems and provide the initial assistance guidance to non-skill users. The IIS system assists to solve the problems that related generally to information technology troubles. Thus, IIS system support the operation of the design analysis, develop information technology problem reporting system. IIS system developed for the greatest advantages of delivering information technology services, as well as to resolve information technology problems.</p>

ID	Title / Author's name / Abstract
<p>3538 11:30-11:35</p>	<p>Tourism Product Innovation, Functional- cognition and Affective- experience: Enhancing Tourist Satisfaction in Domestic of Belt and Road</p> <p><i>Qian Li</i> The College of Arts and Sciences, Kunming Email 605819736@qq.com</p> <p>Abstract In post-COVID-19 era tourists want to lead a healthy journey. On the other hand, tourism spots or travel agencies want to innovate the tourism product to cater consumer requirement. The most important target is to enhance tourist satisfaction. Tourist satisfaction is source of value for Tourism Company. Traveler's satisfaction not only comes from tangible elements which provide function-cognition, but also comes from intangible elements which furnish affective-experience. There are many attractive places of interest along Belt and Road in China. These areas want to development tourism industry to eliminate poverty. This research will identify the factors influencing tourist satisfaction in Belt and Road.</p>
<p>3527 11:35-11:40</p>	<p>The Impact of Inspirational Motivation and Individualized Consideration in Leadership on both Work Responsibility and Retention Intention: Work Motivation and Job Fit as the Mediating Variables</p> <p><i>Cong Guan^{1*} Sze-Ting Chen²</i> MBA Program, ASEAN International College, Dhurakij Pundit University ¹604883585@qq.com ²d974010008@gmail.com</p> <p>Abstract With the development of science and technology and the realization of resource sharing, the competition for talents among enterprises has become increasingly fierce. Inspirational motivation and individualized consideration of leadership can positively affect employees' internal values, reduce the impact of their negative emotions, and make employees more active and optimistic to work; on the other hand, they can motivate employees to face challenges in the process. Stimulate and improve their work ability, so that employees can better meet the work requirements and goals, so as to maintain the steady and long-term development of the team. In this study, the method of document collation and online questionnaires, and the use of relevant statistical software for data analysis, verify hypotheses, and further propose theoretical or practical suggestions.</p>

ID	Title / Author's name / Abstract
<p>3540 11:40-11:45</p>	<p>The Role of BlockChain(BC) in the Application of Big Data Analytics(BDA) technology in Supply Chain Management(SCM): A Perspective of China's Manufacturing Industry Tianfu Yang * Dhurakij Pundit University, College of Arts and Sciences • Kunming 264889604@qq.com Abstract Purpose- Based on the application research of big data analysis in supply chain management, this paper proposes that blockchain technology will play a regulatory role in the application of big data analysis in supply chain management, and explores the influencing factors of enterprises' adoption of blockchain technology through toe model. Design/methodology/approach- Relying on the toe analysis model, the paper establishes the adjustment relationship model of blockchain technology on the relevant factors influencing the adoption of big data analysis. Through the data collection of 200 industrial manufacturing enterprises in China, SPSS 22.0 and Structural Equation Method (SEM) are used for data analysis. Findings- We predict that the use of blockchain technology will have a significant regulatory effect on the application of enterprise big data analysis in supply chain management. The complementary advantages of blockchain technology and big data analysis will create good performance for enterprise supply chain management. However, the willingness of large enterprises and small and medium-sized enterprises to adopt blockchain technology will be different. Research Limitations- Blockchain technology has practical applications in finance, agricultural products circulation and other fields, but the large-scale expansion of application scenarios is relatively lagging behind. Therefore, there are difficulties in data collection and lack of representativeness.</p>
<p>3503 11:45-11:50</p>	<p>Smart Sales and Promotion Analysis System for Business Setapong Lamsakulwong¹ Worapat Paireekreng² Nantika Prinyapol^{3*} College of Innovative Technology and Engineering, Dhurakij Pundit University ¹setapong@poomjaithai.com, ²worapat.pai@dpu.ac.th ^{3*}nantika.pri@dpu.ac.th Abstract In the healthcare industry, there are many competitors and a variety of promotional activities from competitors. Poomjaithai, is one of a natural health products store that realizes the importance of online marketing however, however, the staffs lack experience in marketing. To attract customers, researchers began to evaluate the behavior of Poomjaithai' customers in each sales channel, monthly sales, and create promotions accordingly. The purpose of this research is to create a forecast model that aligns promotional products with the needs of customers and helps to make executive decisions. Subsequently, we developed an autonomous marketing analysis system (AMAS), which is a marketing automation that help to make decisions and plan strategies for selling health products online. This study is automated data mining research using data from real sales online. Using RapidMiner studio to analyze data with the various models such as classification method and cluster analysis, which the resulting in statical data would be capable of solving the afore mentioned problems. This enables constant data to solve problems and uses data to create dashboards through Power BI desktop to help people understand data and decide how to solve them.</p>

<p>3470 11:50-11:55</p>	<p>The Impact of Cultural Alienation on the Cross-cultural Adaptation and Work Engagement of Expatriates Using Mental Resilience as a Moderating Variable Shu-Zhe Ge^{1*} Kelvin C.K. Lam² MBA Program, China-ASEAN International College, Dhurakij Pundit University. 694315451@qq.com^{1*} 2094752921@qq.com²</p> <p>Abstract</p> <p>In the past, scholars' research on expatriates mainly focused on their cross-cultural adaptation, but the research on the sense of cultural alienation is still relatively lacking. This paper mainly adopts the quantitative research method, based on the review and analysis of previous literature, and takes the trait activation theory and self-regulation theory as the starting point to establish the research model. The purpose of this study is to explore the mechanism of cultural alienation on expatriates' cross-cultural adaptation and work engagement, and the moderating effect of resilience on cultural alienation and expatriates' cross-cultural adaptation. The development of cultural alienation has a negative impact on other employees' work engagement behavior; cultural alienation has a negative impact on other employees' cross-cultural adaptability; employees' cross-cultural adaptation has a positive impact on employees' work engagement behavior; psychological resilience inhibits the impact of cultural alienation and cross-cultural adaptation.</p>
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Poster & Video Presentation

Session 15

13:00-14:50

Theme: Education

Session Chair: *Dr. Hsuan-Po Wang*

Affiliation: China-ASEN International College, Dhurakij Pundit University

ID	Title / Author's name / Abstract
<p>3026 13:00-13:10</p>	<p>The Influence of College Students' Playfulness on Innovation Behavior in Shandong Province: The Mediating Variable of Positive Emotion Lin Cheng* Yuan-Cheng Chang China-ASEAN International College of Dhurakij Pundit University 97274258@qq.com</p> <p>Abstract</p> <p>The purpose of this study is to explore the influence of different background variables on innovation behavior of college students in Shandong Province. Based on the theory of positive psychology, this paper explores the relationship between the three variables and the mediating effect of positive emotions. A questionnaire survey is conducted among 435 college students from three universities in Shandong Province by convenient sampling. The results show that: A. Shandong college students' playfulness has a positive and significant impact on innovation behavior. B. Shandong college students' playfulness has a significant positive effect on positive emotion. C. The positive emotion of college students in Shandong Province has a significant positive impact on innovation behavior. D. The positive emotion of college students in Shandong Province partially mediates the relationship between playfulness and innovation behavior.</p>
<p>3035 13:10-13:20</p>	<p>The Influence of High School Students' Learning Pressure on Academic Performance in Guizhou: Self-regulation as a Moderating Variable Mingjuan Xiao* Yuan-Cheng Chang China-ASEAN International College of Dhurakij Pundit University 762322054@qq.com</p> <p>Abstract</p> <p>This research is based on 600 students from two high schools in Guiyang City, Guizhou Province in the first grade, second grade and third grade. Adopt the "Middle School Student Learning Pressure Questionnaire", "Self-Regulated Learning Scale (Chinese Version)" and questionnaires for centralized testing. In order to explore the relationship between high school students learning pressure and academic performance, and the moderation between learning pressure and academic performance. The results of the research are: The study pressure of high school students has a positive and significant effect on academic performance, and self-regulation has a moderating effect between the study pressure and the sense of academic performance.</p>

ID	Title / Author's name / Abstract
<p>3344 13:20-13:30</p>	<p>The Localization of Chinese Textbook Complication Theory and Practice Take Highway Basic Chinese compiled for DRU Samut Prakan Campus as a example Shaofan Zhang Chinese Teacher (Thailand) Association 2013stevenzhang@gmail.com</p> <p>Abstract In 2020, some scholars found that the localization of country-specific textbooks will be a new direction for the development of international Chinese textbooks. Thailand is one of the leading country for the promotion of Chinese overseas Chinese education in Southeast Asia, and localized Chinese teaching textbooks in Thailand are still in the early stages of development until at least 2015. Presently, Chinese textbooks specially compiled for Thai Chinese language learners are still very rare. The author decided to compile a set of fast-track Chinese textbooks (first textbook in a trial compilation) to solve the serious problem that the textbooks for the optional Chinese courses at the Rajabhat University of Thonburi (Thailand) could not meet the learning demands of its students. At the same time, the writer also look forward to contributing to the localization of Chinese teaching textbooks in Thailand, and doing his part for China's overseas Chinese language education.</p>
<p>3539 13:30-13:40</p>	<p>Exploring the Relationship of Transformational Leadership and Teachers' Organizational Citizenship Behavior in Universities of China : Job Satisfaction, Organizational Commitment and Psychological Contract as Mediators Shaoyu Tian The College of Arts and Sciences Kunming 85736833@qq.com</p> <p>It is widely believed that the role of teachers' comprehensive management department in universities depends largely on the factors such as leadership style and organizational culture. The purpose of this study is to invest the relationship of transformational leadership and organizational citizenship behavior, and examine the possible mediating attitude variables. We set the organizational citizenship behavior of university teachers as the research object, set transformational leadership behavior as the independent variable, teachers' organizational citizenship behavior as the dependent variable, three employees attitudinal factors as intervening variables. This conceptual paper construct the concept of the mediation relationship model and the corresponding research hypotheses, and propose the following viewpoints through the demonstration: transformational leadership has an impact on teachers' OCB through three mediating variables, among which there is also a certain positive correlation. This paper will provide some references for the author's team to conduct further empirical research on organizational citizenship behavior and transformational leadership behavior in Chinese universities. Our research results will help the university to manage the human resources of university teachers, which has certain practical significance.</p>

ID	Title / Author's name / Abstract
3541 13:40-13:50	<p>An examination of teachers' technology readiness in the acceptance of mobile learning systems in Chinese higher education</p> <p><i>Yanping Shan</i> Dhurakij Pundit University lauren_shan@qq.com</p> <p>Abstract</p> <p>In China, a series of new technologies including mobile learning have been imposing accelerating impact on the teaching and learning patterns in educational institutions like higher education. Although the efficiency of learning and teaching will be improved with the integration of mobile technology into curriculum, teachers' intention of adopting may vary, therefore fast and vast adoption of mobile technology may not be guaranteed. This paper proposes to examine the teachers' technology readiness in the acceptance of mobile learning systems in Chinese higher education by through mixed methods from the perspective of technology acceptance model (TAM), and see how teachers' technology readiness affects their adoption of mobile learning systems.</p>
3370 13:50-14:00	<p>The Influential Factors of Administrative Teachers' Low Willingness on Public Elementary School at Taiwan</p> <p><i>Chung-tsung Shen</i> Ph.D. of Educational Entrepreneurship and Management in the College of Education at National University of Tainan, Taiwan ctdavidshen@gmail.com</p> <p>Abstract</p> <p>This research explored and realized five principals' leadership behavioral characteristics could possibly inspire teachers' gratitude, so as to enhance teachers' willingness to return favors not only for school principals but also for contributing efforts to schools affairs. By simple random sampling 35 of 360 secondary school teachers at south of Taiwan and interviewed those teachers who accepted the invitation of participated in the qualitative interview. Results summarized their stories and experiences shown that five principals' leadership behavioral characteristics are 1) The principals help teachers by contribute efforts or prices, 2) The helps by the principal is valuable to teachers, 3) The helps by the principal is based on the goodwill, 4) The helps by the principal is beyond teachers' expectations and 5) The principals don't expect return favors for helps that could approaching goals of both inspire teachers' gratitude and promoting the school affairs.</p>

ID	Title / Author's name / Abstract
3391 14:00-14:10	<p>Secondary School Principals' Leadership Behavioral Characteristics that Inspire Teachers' Gratitude in Taiwan</p> <p>Chung-tsung Shen Xinyao Li Ph.D. of Educational Entrepreneurship and Management in the College of Education at National University of Tainan, Taiwan ctdavidshen@gmail.com</p> <p>Abstract</p> <p>This study mainly explored and realized five principals' leadership behavioral characteristics could possibly inspire teachers' gratitude, so as aim to enhance teachers' willingness to return favors not only as administrative teachers to help principals but also on contributing efforts to schools affairs. By simple random sampling 35 of 360 secondary school teachers at south of Taiwan and interviewed those teachers who accepted the invitation of participated in the qualitative interview. Results summarized their stories and experiences shown that five principals' leadership behavioral characteristics are 1) The principals help teachers by contribute efforts or prices, 2) The helps by the principal is valuable to teachers, 3) The helps by the principal is based on the goodwill, 4) The helps by the principal is beyond teachers' expectations and 5) The principals don't expect return favors for helps that could approaching goals of both inspire teachers' gratitude and promoting the school affairs.</p>
3377 14:10-14:20	<p>The analysis of Chinese detachable words acquisition-A Case Study of primary school students in N School</p> <p>Ning Li Chinese Teachers Union of Thailand yesuailining@gmail.com</p> <p>Abstract</p> <p>Detachable words are a kind of special grammar in modern Chinese, which can be separated or combined. It is difficult for both teaching and learning. This paper takes the learning process of Year 4-6 pupils in N School through teaching observation, questionnaire survey and error analysis, summarizes and analyzes the causes of the students' errors, and puts forward the teaching strategies, which can be discussed and referred by the teachers in need.</p>
3052 14:20-14:30	<p>The Influence of Achievement Goal Orientation on Academic Achievement of English Major University Students in Tianjin: Taking Learning Strategies as A Mediator</p> <p>Zhelu Zhao Man Jiang Dhurakjipundit University, Bangkok, Thailand sandylulu0305@gmail.com</p> <p>Abstract</p> <p>The purpose of this study was to explore the impact of achievement goal orientation and learning strategies on learning and achievement of English majors in Tianjin, China. The study model was established by using learning strategy as a mediator variable. Convenience sampling was used to conduct a questionnaire survey, and English majors from Tianjin Language University were taken as the sample. A total of 500 questionnaires were issued, and the response rate was 100%, the analysis was break down by statistically. The results showed that there were significant differences in achievement goal orientation between genders of English majors in Tianjin. There were no significant differences in learning strategies and academic achievements in different genders. Significant differences in achievement goal orientation and learning strategies in different grades were found. However, there was no significant difference in academic achievement. Achievement goal orientation had a significant positive effect on academic achievement. And learning strategies had a completely mediating effect between achievement goal orientation and academic achievement.</p>

ID	Title / Author's name / Abstract
<p>3077 14:30-14:40</p>	<p>Online Learning Challenges Faced by University Students: A Qualitative Study from the Perspective of Chinese International University Students in Thailand</p> <p><i>Xi Yao Liang*</i> <i>Renee Shiun Yee Chew</i> Dhurakij Pundit University Lxy19890829@gmail.com</p> <p>Abstract</p> <p>The Coronavirus (Covid-19) pandemic sweeping through the world making 2020 a challenging year for the global community. However, with the sudden outbreak of the virus, higher education institutions have no other option but to turn to online teaching. This research aims to investigate the difficulties of online learning for Chinese students studying in Thailand. This research used convenience sampling to selected 16 Chinese post-graduate students studying in a private university based in China and Thailand during the pandemic outbreak, and a qualitative study was conducted through in-depth, semi-structured interviews. The research findings revealed that students encountered various challenges, and most of them complained of low efficiency and learning burnout in learning online. The barriers to participation appeared particularly evident in collaborative learning tasks.</p>
<p>3176 14:40-14:50</p>	<p>Where is Mister Teacher? Qualitative Study with Chinese Male Preschool Teachers in Changzhou</p> <p><i>Ao Kui Sun¹</i> <i>Xi Yao Liang²</i> ¹Dhurakij Pundit University, Bangkok, 10210, Thailand sunaokui530@gmail.com</p> <p>Abstract</p> <p>The male kindergarten teacher (MKT) has undoubtedly become a rare breed across China and the world. MKT recruitment has become a critical problem in early childhood education. This study employed convenience sampling and semi-structured interviews and theme analysis to explored why Chinese men rarely select preschool teaching as a profession. The conclusions for each system were as follows: decreasing rates of MKTs in preservice Free Normal Education, extra work/hours without pay, isolation among relationship-oriented female colleagues, and low salary and stereotypes.</p>



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