

PROGRAMME

8<sup>th</sup> HCU National and International Conference

Theme: *Research to Serve Society*

25 June 2021

Huachiew Chalermprakiet University

Bangphli District, Samutprakarn Thailand

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Parallel Session A3 : Business Administration and Economics (18)

Moderator : Dr. Pimsiri Phutrakul / Mr. Siriwut Rungruang

Coordinator : Ms. Paulin Jubjai

Time	Title	Presenter
11.00 – 11:15	1. The Influence of Social Media Marketing on Brand Equity: The Case of DOT-accredited Hotels in Clark	Vella Villar
11:15 – 11.30	2. The Relationship between Employee Silence and Organizational Commitment: China Experience	Sidi Lin
11.30 – 11.45	3. Dividend Policy in Coal Mining Sub-Sector in Indonesia	Marlina Nur Lestari
11.45 – 12.00	4. The Influence of Social Media on Gen Z's Purchasing Intentions	Guochao Lin
12.00 – 13.00	<b>Lunch</b>	
13.00 – 13.15	5. Academic and On the Job Training Performance of Business Administration Students of STI West Negros University	Mima M. Villanueva
13.15 – 13.30	6. Comparative Analysis: The Quality of Peer-to-Peer Lending: Before and during the Coronavirus Pandemic in Indonesia	Risna Kartika
13.30 – 13.45	7. The Influence of Income to the Personal Financial Management Behavior of Fast-Food Employees	Amee S. David
13.45 – 14.00	8. Skills Required of Accounting Graduates: Evidence from Employer's Evaluation	Leah Manalang
14.00 – 14.15	9. Organizational Cultures of Foreign Corporations in Fujian, China	Rencong Lu
14.15 – 14.30	10. Do Farmers produce their products with Production Efficiency?: An Empirical Study of a Group of Farmers in Kalasin Province, Thailand	Anucha Wittayakorn-Puripunpinyoo
14.30 – 14.45	11. Quality Management Practices and Organization Performance in Private Higher Education Institutions in China: A Review	Nan Lin
14.45 – 15.00	12. Relationship of Business Educators' Perceived Organizational Support and Job Fulfillment	Amelynn B. Corpuz
15.00 – 15.15	13. Peer-to-Peer Lending, Investment and Export Growth in Indonesia	Purnama Sari
15.15 – 15.30	14. Chinese Consumers' Perception, Purchase Intention and Purchase Behavior of Organic Food Products	Siwei Dai
15.30 – 15.45	15. Factors Influencing the Sustainability of the Secondary Tourist Villages in Thailand	Adilla Pongyeela
15.45 – 16.00	16. The Influence of Perceived Value of Individual Fund Providers towards Crowdfunding	Zhi Zhang

16.00 – 16.15	17. Analysis of Implementation of Village Innovation in Promoting Local Economic Development in Kampung Adat Kuta Ciamis Regency	Asep Nurwanda
16.15 – 16.30	18. The Effect of Business Scale and Accounting Knowledge of Practitioner's Micro Small and Medium Enterprise on Accounting Medium Use: A Case Study on MSME in Ciamis Regency	Elis Badriah

Remarks: There maybe changes to the order of presentation without prior notice.