

PROGRAMME

9th HCU National and International Conference

Theme: *Research to Serve Society*

1 July 2022

Huachiew Chalermprakiet University

Bangphli District, Samutprakarn Thailand

Parallel Session 4 : Business Administration and Economics (9)

Moderator : Dr.Siriwut Rungruang/Miss.Maturapoj Sripontong

Time	Title	Presenter
13.00 – 13.15	1. The Relationships Between Financial Literacy, Financial Stress, Financial Wellness and Financial Self-Efficacy: A Structural Equation Modeling	Maribel E. Flores
13.15 – 13.30	2. Effect of Financial Management Practices on Financial Performance: China Experience	Xiaowei Lin
13.30 – 13.45	3. Corporate Social Responsibility Practices in China	Chengting Zheng
13.45 – 14.00	4. Brand Generated Content vis-à-vis Consumer Perceptions, Attitudes and Purchase Intention	Jianfei Chen
14.00 – 14.15	5. Factors Affecting Teacher Loss in Private Universities in China	Feng Lin
14.15 – 14.30	6. The Influence of Electronic Banking Service Quality and the Satisfaction of Customers of Medium Banks in China	Chenxi Sun
14.30 – 14.45	7. A Study on Satisfaction Factors of Customers of Vegetable Retail Platforms	Yumei Weng
14.45 – 15.00	8. The Factors Influencing Online buying and Intention of Online Buying: The Study of Huachiew Chalermprakiet University Thai Students	Huanghe Li
15.00 – 15.15	9. The Development of an E-marketing Model for Junzhiwei Chinese Local Chain Restaurant	Suyan Xin

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