

PROGRAMME  
13<sup>th</sup> HCU National and International Conference  
Theme: *Research to Serve Society*  
24<sup>th</sup> July 2026  
Huachiew Chalermprakiet University  
Bangphli District, Samutprakarn  
Thailand

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Parallel Session 11 : Chinese Academics  
Venue : Room 404 Floor 4 Building A  
Moderator : Dr. Thephi Saemat / Dr. Aunyananie Maomeechan  
Coordinator : Miss Sarinya Chandrungrueng

| Time          | Title                                                                                                                                                                                                                               | Presenter                                                   |
|---------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------|
| 13.00 - 13.15 | 1. A Research on the Management and Chinese Language Services of the Arts of the Kingdom Museum in Ayutthaya                                                                                                                        | Athittaya Homyamyen,<br>Zhao Ping                           |
| 13.15 - 13.30 | 2. A Study on the Current Status of Chinese Language Services and Client Satisfaction at Taian Law Firm in Thailand                                                                                                                 | Chanya Rattanaubon,<br>Zhao Ping                            |
| 13.30 - 13.45 | 3. The Application of Business Chinese in Food Packaging Import Companies : A Case Study of Reach Import & Export co., Ltd.                                                                                                         | Chatchavarn Choochuai,<br>Liu Xianli                        |
| 13.45 - 14.00 | 4. A Study of Washback Effects and Reconstruction Arising from Negative Transfer in the Case of Using Thai for Phonetic Transcription: Referencing Empirical Analysis from Nathkarn Summer Camp in Samut Prakarn Province, Thailand | Lai Xiaoyun,<br>Tanes Imsamran                              |
| BREAK         |                                                                                                                                                                                                                                     |                                                             |
| 14.00 - 14.15 | 5. A Study on Chinese Vocabulary Learning at Upper Secondary Level through a Gamified Teaching Platform:A case study of Bangkapi School Bangkok                                                                                     | Oracha Pumpuang,<br>Liu Ling                                |
| 14.15 - 14.30 | 6. Research on the Application of Artificial Intelligence in Chinese Language Teaching and Learning Management at the Secondary Education Level : A Case Study of Chonradsadornumrung School                                        | Maneerat Sae-cheng,<br>Tanes Imsamran,<br>Preecha Choongern |
| 14.30 - 14.45 | 7. Instructional Design and Effectiveness of Chinese Language Classrooms in Thai Homeschooling                                                                                                                                      | Mo Yingying,<br>Liu Ling                                    |
| 14.45 - 15.00 | 8. An Analysis of Business Chinese Usage in Han-he Non-Ferrous Metals Import and Export Trading Company                                                                                                                             | Namfon Uamyam,<br>Liu Xianli                                |

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