

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

Parallel Session 12 : Chinese Academics
Venue : Room 405 Floor 4 Building A
Moderator : A.Pornkaran Sankla / A.Khrongkhwon Banpakan
Coordinator : Miss Wannaporn Champanoi

Time	Title	Presenter
13.00 - 13.15	1. A Study on the Application of Business Chinese in Thai Real Estate Marketing: Taking Ananda Development co., ltd. of Thailand as an Example	Natdanai Lumsangkun
13.15 - 13.30	2. A Study on Mixed-Level Chinese Teaching Strategies and Classroom Design- Taking Class 1, Mathayom 2 of Ratwittaya School in Mae Sot, Tak Province, Thailand as an Example	Nattanon Ruangnoy
13.30 - 13.45	3. A Study on the Current State of Chinese Language Service in Golf Courses in Rayong, Thailand - A Case Study of Three Golf Courses	Nichapatch Yoosuwan, Naris Wasinanon
13.45 - 14.00	4. A Study on the Application of Civil Aviation Chinese Language Teaching for Bangkok Airways Cabin Crew	Parichard Lumlertsub, Tanes Imsamran, Preechya Choongern
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14.00 - 14.15	5. A Study of Chinese Language Service Provided by Thailand Firms : a Case Study of Sak Kosaengrueng Law Office	Prapahan Santiwitthayawong, Naris Wasinanon
14.15 - 14.30	6. A Survey on Chinese Language Services in the Investment Promotion Department of the Industrial Estate Authority of Thailand (Ieat) : Taking the Thailand-China Rayong Industrial Park as an Example	Sunisa Bicha, Zhao Ping
14.30 - 14.45	7. A Study of Dragon Cultural Beliefs among the New Generation of Thai Chinese Aged 15–35 in the Bangkok Metropolitan Area	Tanruetai Boonyasen

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