

PROGRAMME
 10th HCU National and International Conference
 Theme: *Research to Serve Society*
 29 June 2023
 Huachiew Chalermprakiet University
 Bangphli District, Samutprakarn
 Thailand

Parallel Session 4 : Business Administration and Economics (11)
 Moderator : Dr. Siriwut Rungruang / Miss Maturapoj Sripontong

Time	Title	Presenter
13.00-13.15	1. The Development of Usefulness and Ease of Use of Food Delivery Platform: A Case of Chinese Food Platform in Thailand	Jie Fu
13.15-13.30	2. The Effect of Retail Service Quality on Perceived Value, Customer Satisfaction, and Repurchase Intention: A Case Study of the Cosmetic Shop in Thailand	Ping Hu
13.30-13.45	3. Intention of BTS Skytrain Passengers to Use QR Ticket for Metro Mass Transit System in Bangkok	Xie Zehua
13.45-14.00	4. The Relationship among Service Quality, Customer Satisfaction, and Customer Loyalty: A Case Study of a Hotel in China	Xuefei Li
14.00-14.15	5. The Comparative Advantage of China's Manufacturing Industry	Xinyu Chen
14.15-14.30	6. Similar Strategies, Different Responses: Comparing Australia and South Korea in their Relations with China amid the US Wedge Strategy	Weixue Cai
14.30-14.45	7. Research on the Cultivation of Financial Intelligence Consciousness among Chinese overseas students in Thailand	Jingyan Zhao
14.45-15.00	8. Study on the Status of Consumption Psychology of Chinese Overseas Students	Wenting He
15.00-15.15	9. Research on the current situation and improvement of Chinese students' online class learning initiative under the background of the epidemic	Rongli Shen
15.15-15.30	10. A Study on the Self- discipline of Chinese Students in Thailand	Yuelin Cai
15.30-15.45	11. Current situation and countermeasures of self-management of Chinese students in Thai universities	Jing Cai

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