

PROGRAMME

13th HCU National and International Conference

Theme: *Research to Serve Society*

24th July 2026

Huachiew Chalermprakiet University

Bangphli District, Samutprakarn

Thailand

Parallel Session 4 : Inter - Business Administration and Economics

Venue : Room 304 Floor 3 Building A

Moderator : Asst.Prof.Dr. Lunthom Jonjoubson

Coordinator : Mr. Arkom Jatuten

Time	Title	Presenter
13.00 - 13.15	1. Development and Acceptability of Tuna as Alternative Processed Food Products	Noel Angelo Cadiz, Edilberto T. Golez III Danilo L. Jalong, James Andrew D. Oyo, Polison C. Benjamin, Regine C. Velano, Richelle C. Velano (STI WNU)
13.15 - 13.30	2. Research on the Optimization of Marketing Mix Strategies for SME Traditional Food Processing Enterprises in Jiangxi Province	Ziqing Liu, Jingyan Zhao (HCU)
13.30 - 13.45	3. Barangay Health Services and Elderly Well-Being: A Study on Satisfaction	Joel O. Pallen, Yasmin Pascual-Dormido (STI WNU) Presenter: Connie Lou I. Sorgon
13.45 - 14.00	4. A Study on the Compensation Management System of Small and Medium-Sized Modern Logistics Agencies in Shenzhen	Ziyu Ou, Jingyan Zhao, Jie Fu (HCU)
BREAK		
14.00 - 14.15	5. Barriers to Implementation of Emergency Response by First Responders	Israel P. Salanga, Yasmin Pascual-Dormido, Mima M. Villanueva (STI WNU)
14.15 - 14.30	6. The Current Situation and Countermeasures of Cultural Conflicts Among Chinese Students Studying in the Universities in Thailand	Jiaxin Liu, Jie Fu, Salintip Sirisakdiporn (HCU)
14.30 - 14.45	7. A Descriptive Analysis of the Campaign Practices of Barangay Election Candidates	Rosinie Z. Distrito, Yasmin Pascual-Dormido (STI WNU)

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