

PROGRAMME

11<sup>th</sup> HCU National and International Conference

Theme: *Research to Serve Society*

26 July 2024

Huachiew Chalermprakiet University

Bangphli District, Samutprakarn

Thailand

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Parallel Session 5 : Business Administration & Economics (International) (10)

Venue : Room 410 Floor 4 Buliding A

Moderator: : Dr. Siriwut Rungruang

Coordinator : Miss Kittiya Aiemkaew

Time	Title	Presenter
13.00 - 13.15	1. Agroforestry Coffee as a Sustainable Economic Enterprise: Production and Market	Meriam Abella-Solomon
13.15 - 13.30	2. Mediating Effect of Celebrity Attachment on the Influence of Celebrity Endorsers' Credibility on Consumers' Purchase Intention: The Case of BTS Endorsement in the Philippines	Felipe B. Pablo IV
13.30 - 13.45	3. Influencing Factors Affecting CBMA Students' Career Choice	Mima M. Villanueva, and Edna Maricon A. Arca
13.45 - 14.00	4. The influence of the dimensions of student satisfaction to loyalty: The case of an HEI in Region III	Janiel Joel Mendoza
14.00 - 14.15	5. Hygienic and Safety Practices Employed by 'Puto' Manufacturers in Calasiao, Pangasinan	Dannah Valerie J. Dulnuan
14.15 - 14.30	6. Sustainability Practices of Food Establishments in the Philippines Towards Compliance on Sustainable Development Goals	Markdolf C. Maliwat
BREAK		
14.45 – 15.00	7. The Role of Green Human Resource Management (GHRM) in The Sustainability Business Industry 4.0 (A Case Study MSME Surakarta City and Chow Kit Kuala Lumpur)	Indah Wahyu Utami
15.00 – 15.15	8. The Intention to Use Contactless Ordering Systems for Restaurants of Thai Customers	Xinrong Xu
15.15 – 15.30	9. Artificial Intelligence in Media and Communication: A Systematic Literature Review	Patama Satawedon
15.30 – 15.45	10. Marketability of Computer Shop and Printing Shop	Cloue B. Angad, and Winnie Joy C. Mananap

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