

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

Parallel Session 5 : Inter - Business Administration and Economics
Venue : Room 305 Floor 3 Building A
Moderator : Asst.Prof.Dr. Chatcharawan Meesubthong
Coordinator : Miss Kodchaporn Puwasinnara

Time	Title	Presenter
13.00 - 13.15	1. From Waste to Worth: Utilizing Watermelon Rind as an Innovative Plant-based Bacon Substitute	Belman O. Millan, John Mosel Bitonio, Koen Kesler M. Dorado, Jophanie U. Aguinaldo, Raphael Vincent V. Melad (USL-T)
13.15 - 13.30	2. Factors Influencing Patients' Satisfaction with AI-Guided Triage System: A Case Study of Longgang Central Hospital	Lu Dai, Lanthom Jonjoubsong (HCU)
13.30 - 13.45	3.Research on Human Resource Management of E-commerce Live Streaming Under the Background of Digital Economy: A Case Study of TikTok	Li Chao, Anan Pongtornkulpanich (AUF)
13.45 - 14.00	4. Impact of Financial Performance on the Stock Market Price Growth of the Top 10 Commercial Banks in the Philippines from 2019-2023	Shaila Mae S. Marcelo (HAU)
BREAK		
14.00 - 14.15	5. An Empirical Study of the Application Artificial Intelligence in the Safety Management of Jiangmen City: Taking Yingjia Metal Company as the Case Study	Zhao Rujing, Chatcharawan Meesubthong (HCU)
14.15 - 14.30	6. Exploring Southeast Asian Consumers' Perceptions of Cross-Gender Endorsements in the Health and Beauty Industry	Erika Bea C. De Guzman, Panisara Khongathworn, Sarunyapat Atikuntana (Bangkok U)
14.30 - 14.45	7. Factors Influencing the Employability of Chinese Overseas Graduates in Thailand	Chengze Liao, Chatcharawan Meesubthong (HCU)

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