

PROGRAMME

11th HCU National and International Conference

Theme: *Research to Serve Society*

26 July 2024

Huachiew Chalermprakiet University

Bangphli District, Samutprakarn

Thailand

Parallel Session 6 : Business Administration & Economics (International) (9)

Venue : Room 411 Floor 4 Buliding A

Moderator: : Miss Maturapoj Sripontong

Coordinator : Miss นริศรา ทางดี

Time	Title	Presenter
13.00 - 13.15	1. The Influence of Live Streaming E-Commerce Features on Purchase Intention in The Thai Fashion Industry: The Mediating Role of Customer Engagement and Electronic Word of Mouth	Wei Mei
13.15 - 13.30	2. The Vlogger Exposure and Vlogger Creditability on Intention to Visit: The Case Study of Bangkok	Lu XiaoYan
13.30 - 13.45	3. An Empirical Study of the Impact of Digital Transformation on Employee Engagement: A Study of Guilin Deep Technology Co., Ltd.	Chen Lu
13.45 - 14.00	4. Tiktok Video Marketing: The Effect of Enjoyment and Satisfaction, Repurchase Intention of Gen Z in Bangkok	Liang Haoran
14.00 - 14.15	5. The Impact of Brand Image and Product Quality: A Case Study of a Mobile Phone Company in China	Li Ma
14.15 - 14.30	6. Research on Performance Management of International Hotels in China's Third-Tier Cities--The Case of Hua he International Hotel	Zhong Cao
BREAK		
14.45 - 15.00	7. Feasibility Study on the Application of Micro Course Teaching Mode in Microeconomics Courses in Thai Universities	Weiliang Zhang
15.00 - 15.15	8. Analysis and Countermeasures on Employability of Chinese Students in Thai Universities	Chengze Liao
15.15 - 15.30	9. Analysis of the Status Quo of Stressors of Chinese Students in Thailand and the Countermeasures	Lu Dai

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