

PROGRAMME  
12<sup>th</sup> HCU National and International Conference  
Theme: *Research to Serve Society*  
31<sup>st</sup> July 2025  
Huachiew Chalermprakiet University  
Bangphli District, Samutprakarn  
Thailand

\*\*\*\*\*

Parallel Session 6 : Business & Economics (International) (10)  
Venue : Room 306 Floor 3 Building A  
Moderator : Asst. Sumet Lurdjariyaporn  
Coordinator : Mr. Arkom Jatuten

Time	Title	Presenter
13.00 - 13.15	1. Entrepreneurship Education and Entrepreneurial Intentions Among Hospitality Management Students in General Santos City	Joanne C. Punsalan
13.15 - 13.30	2. Labor Jurisprudence Analysis: Strengthening the Human Resource Policy	Maureen Prongo Eufan
13.30 - 13.45	3. Development and Acceptability of Canistel Food Delicacies	Janjan P. Lacsao
13.45 - 14.00	4. Academic Competence and Practicum Performance of Business Administration Students	Mima M. Villanueva
14.00 - 14.15	5. Research on Omni-channel Marketing Strategies of Small and Medium-sized Optical Stores in Beijing	Huixin Zhang
14.15 - 14.30	6. The Effect of Searching Travel Information on Social Media and Generation Z's Attitude on Their Intention to Visit Ecotourism Destinations	Joanna Marrie C. Rivera
<b>BREAK</b>		
14.45 - 15.00	7. Green Marketing Practices of Local Businesses: A Basis for Marketing Strategy Development	Roselyn Lemi
15.00 - 15.15	8. The Influence of Digital Transformation Factors Upon Employee Performance-a Study of Bank in Guangxi	Shen Zhaolong,
15.15 - 15.30	9. How does organizational climate influence work engagement?	Jesse M. Balinas
15.30 - 15.45	10. A Feasibility Study of Seashells Supply	Darlinne G. Jadge

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