

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

Parallel Session 6 : Inter - Business Administration and Economics
Venue : Room 306 Floor 3 Building A
Moderator : Asst. Sumet Lurdjariyaporn / A.Utterpon Thumpiboon
Coordinator : Miss Ingorn Pattanaporn

Time	Title	Presenter
13.00 - 13.15	1. Questionnaire on the satisfaction of the quality of life of Chinese international students in Thailand	Yizhi Gao, Jie Fu, Jingyan Zhao (HCU)
13.15 - 13.30	2. Development and Acceptability of Blue Crab as Local Delicacies	Denise Marie D. Javines, James Andrew D. Oyo, Kent Rigil A. Lisay, Greg Andrew B. Salazar, Adrian P. Telesforo (STI WNU)
13.30 - 13.45	3. A Study on Marketing Strategies of Small and Medium-Sized Private Heavy Machinery Rental Enterprises in Thailand	Heru Chen, Jingyan Zhao, Jie Fu (HCU)
13.45 - 14.00	4. BSMA Dilemma: Decisions in Pursuing Certified Management Accountant in Lipa City Colleges	Rosalie E. Balhag, Leslie R. Montoya, Kristel Anne C. Palo, Kristine Joy B. Saavedra (Lipa C C)
BREAK		
14.00 - 14.15	5. The Study on Thai University Students' Recognition of Gender Diversity	Zhicheng Pan, Jie Fu, Jingyan Zhao (HCU)
14.15 - 14.30	6. Difficulties Encountered by Consumers in the Operation of Sum-ag Market	Winnie Joy C. Mananap (STI WNU)
14.30 - 14.45	7. Research on Cross-Cultural Conflict Resolution Strategies Among Chinese International Students in Thailand	Daixun Cai, Jingyan Zhao, Jie Fu (HCU)

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