

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 : Dr. Zhao Jing Yan
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. Research on the Optimization of Marketing Mix Strategies for SME Traditional Food Processing Enterprises in Jiangxi Province	Ziqing Liu, Jingyan Zhao (HCU)
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. A Study on the Compensation Management System of Small and Medium-Sized Modern Logistics Agencies in Shenzhen	Ziyu Ou, Jingyan Zhao, Jie Fu (HCU)
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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. The Current Situation and Countermeasures of Cultural Conflicts Among Chinese Students Studying in the Universities in Thailand	Jiaxin Liu, Jie Fu, Salintip Sirisakdiporn (HCU)
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.