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ASI
Asia Social Issues

STSS Procedia
Science, Technology, and Social Sciences

CIM CONFERENCE
in Management
Summer 2022

Participant of

The Conference in Management : Summer 2022
Sustainability in the new normal

9 July 2022

Walailak University, Nakhon Si Thammarat, Thailand
to

Yuxian Xie, Nittida Sudmai, Trairong Swatdikun

Topic : A Study on the Influencing Factors of Brand Competitiveness
of Cosmetics Enterprises, a Case Study of Shanghai Pechoin

**Sustainability
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your presentation
in Digital Marketing and Branding

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