

# Conference in Management: Summer 2022

## Room 2

**Zoom Meeting ID: 976 8466 3947, Passcode: 562581**

**Link: <https://zoom.us/j/97684663947?pwd=UWt5Q2hBZGZSdmd1d0ZZeVdzeXINUT09>**

**9<sup>th</sup> July 2022, Venue: Walailak University, Thailand (Bangkok Time)**

Time	Titles	Speakers	Contacts	ID
<b>Session: Tourism and Service Management</b>				
<b>Asst. Prof. Dr. Pimlapas Pongsakornrungsilp</b> (Walailak University)				
<b>Dr. Rosa Prafitri Juniarti</b> (Universitas Negari Subaraya)				
10:00 – 10:18	The Factors Affecting Turnover Intensions of the China Tour Guides in the Digital Age	<b>Renqiu Liu,</b> Pimlapas Pongsakornrungsilp Wari Wongwaropakorn	2395289897@qq.com pimlapas59@googlemail.com wwantane@wu.ac.th	5-CN
10:20 – 10:38	Relationship between Tourists' Involvement and Revisit Intention at Guangxi Detian Waterfall Destination	<b>Shanshan Lan,</b> Pankaewta Lakkanawanit	759925739@qq.com lpankaew@mail.wu.ac.th	8-CN
10:40 – 10:58	Factors Driving Participation of The Community in Sustainability Community-Based Tourism Management: The Case Study of Thung Krabue Community, Trang Province, Thailand	<b>Jantiwan Samati</b>	jantiwan.s@rmutsv.ac.th	19 (Eng)
11:00 – 11:18	The Evaluation of Tourism Services Quality for the Senior Tourists in Xishuangbanna China: An Investigation Using the SERVPERF Model	<b>Wanxia Yin,</b> Onanong Cheablum	wanxia.yi@st.wu.ac.th conanong64@gmail.com	21-CN
11:20 – 11:38	Analysis of Consumer Behavior of Chinese Tourism Products	<b>Siyu Liu,</b> Siwarit Pongsakornrungsilp	1253199797@qq.com psiwarit@gmail.com	26-CN
11:40 – 11:58	A Study on Factors Affecting Customer Satisfaction a Case Study of Hotel X	<b>Guanhong Shi,</b> Pairote Nualnoom	755459592@qq.com npairote@wu.ac.th	22-CN
<b>12:00 – 13:00</b>	<b>Lunch</b>			

Time	Titles	Speakers	Contacts	ID
<p><b>Session: Digital Marketing and Branding</b></p> <p><b>Assoc. Prof. Dr. Siwarit Pongsakornrungsilp</b> (Walailak University)  <b>Dr. Teo Poh Chuin</b> (Universiti Teknologi Malaysia)</p>				
13:00 – 13:18	Research on the Influencing Factors of Luxury Consumption Tendency of Chinese Consumers	<b>Chunchun,</b> Siwarit Pongsakornrungsilp	455450904@qq.com psiwarit@gmail.com	25-CN
13:20 – 13:38	An Analysis of College Students' E-book Consumption Behavior -A sample of students from three universities of Guangxi,China	<b>Haizhi Huang,</b> Piya Parnphumeesup Pankaewta Lakkanawanit	2212618380@qq.com bpiya@wu.ac.th lpankaew@mail.wu.ac.th	12-CN
13:40 – 13:58	A Study on the Influencing Factors of Brand Competitiveness of Cosmetics Enterprises, a Case Study of Shanghai Pechoin	<b>Yuxian Xie,</b> Nittida Sudmai Trairong Swatdikun	trairong.sw@mail.wu.ac.th	20-CN