

Conference in Management: Summer 2022

Room 3

Zoom Meeting ID: 946 134 9513, Passcode: N9Gv7p

Link: <https://wu-ac-th.zoom.us/j/9461349513?pwd=alJIUGJMQk9DWE11d2FoUFIFN0hLQT09>

9th July 2022, Venue: Walailak University, Thailand (Bangkok Time)

Time	Titles	Speakers	Contacts	ID
Session: General Management Asst. Prof. Dr. Pankeawta Lakkanawanit (Walailak University) Dr. Shubham Pathak (Walailak University)				
10:00 – 10:18	The Influence of Entrepreneurial Ability and Entrepreneurial Resources on the Growth of E-commerce startups in Ethnic Minority Areas: A case study of Chongzuo City ,Guangxi,China	Shanshan Chen, Pairote Nualnoom Pankaewta Lakkanawanit	1139671052@qq.com npairote@wu.ac.th lpankaew@mail.wu.ac.th	10-CN
10:20 – 10:38	Demand analysis and training mode research of e-commerce talents in Guangxi cross border e-commerce Comprehensive Experimental Zone	Yongqiang Feng, Somjintana Koompai	Swan_2019@yahoo.com	23-CN
10:40 – 10:58	Talent Management and Employee Job Performance in the Retail Sector of China	Chenchen Zhang, Pornpen Thippayana	zhangchen19900823@163.com th.pornpen@gmail.com	4-CN
11:00 – 11:18	The Impact of Cultural Dimensions on Leadership Effectiveness: Empirical Evidence from Chinese Higher Education	Dongyu Zhao, Trairong Swatdikun	trairong.sw@mail.wu.ac.th	16-CN
11:20 – 11:38	The Impact of 21st Century Leadership Skills on Employee Performance: Empirical Evidence from Real-Estate Companies in GuiZhou, China	Tingting Liu, Trairong Swatdikun Xiaoque Chen	trairong.sw@mail.wu.ac.th	14-CN
11:40 – 11:58	The Impact of Transformational Leadership on Job Satisfaction among Universities in Yunnan China	Fang Yang, Jeerakiat Apibunyopas	trairong.sw@mail.wu.ac.th	27-CN
12:00 – 13:00	Lunch			

Time	Titles	Speakers	Contacts	ID
Session: General Management Asst. Prof. Dr. Trairong Swatdikun (Walailak University) Asst. Prof. Dr. Varaporn Premanichnukul (Mahasarakham University)				
13:00 – 13:18	The Impact of Strategic Implementation on Organization Performance of Private Schools in Shenzhen, China	Qian Xiao, Nittida Sudmai Trairong Swatdikun	trairong.sw@mail.wu.ac.th	13-CN
13:20 – 13:38	Impact of Employee Loyalty on Employee Performance: Empirical Evidence from Chinese Pharmaceutical Industry	Yuning Ma, Trairong Swatdikun Alisara Salamolee	trairong.sw@mail.wu.ac.th	15-CN
13:40 – 13:58	Research on Influencing Factors of Haidilao's O2O Model Customer Satisfaction under the Background of the New Crown Epidemic	Bin Liu, Somjintana Koompai	Swan_2019@yahoo.com	24-CN