

**Program Schedule**  
**Conference in Management: Summer 2024**

**Join Zoom Meeting**

<https://wu-ac-th.zoom.us/j/95059997922?pwd=clpMZDVSSFhKUWhmTzlmMWFPVlplUT09>

**Zoom Meeting ID: 950 5999 7922, Passcode: 585493**

**25<sup>th</sup> May 2024, Venue: Walailak University, Thailand (Bangkok Time)**

Time	Room 1			
8:30-8:45	<b>Reception and Registration</b>			
8:45-9:00	<p style="text-align: center;"><b>Assoc. Prof. Dr. Phongpichit Channuie</b>            Dean of College of Graduate Studies, Walailak University</p> <p>(Moderator: <b>Dr. Shubham Pathak</b>)</p>			
9:00-9:45	<p>Keynote Speaker: <b>“Thriving Beyond Crisis: The Sustainable Resilience Model in Organizational management”</b></p> <p style="text-align: center;"><b>Dr. Nomahaza Mahadi</b>            University Technology Malaysia, Malaysia (TBC)</p>			
9:45-10:00	<b>Break</b>			
10:00-12:30	<b>Room 1</b>	<b>Room 2</b>	<b>Room 3</b>	<b>Room 4</b>
	<p><b>Session: 1</b></p> <p>- Marketing, Digital Marketing and Branding</p> <p><b>Award announcement*</b></p> <p>- Outstanding Oral Presentation Award</p> <p>- The Best Presentation</p> <p><b>*Scores ≥ 70</b></p>	<p><b>Session: 2</b></p> <p>- Accounting and Finance Management</p> <p><b>Award announcement*</b></p> <p>- Outstanding Oral Presentation Award</p> <p>- The Best Presentation</p> <p><b>*Scores ≥ 70</b></p>	<p><b>Session: 3</b></p> <p>- Organization Behavior</p> <p>- Human Resource Management</p> <p><b>Award announcement*</b></p> <p>- Outstanding Oral Presentation Award</p> <p>- The Best Presentation</p> <p><b>*Scores ≥ 70</b></p>	<p><b>Session: 4</b></p> <p>- Logistic Management</p> <p>- Business and Innovation Management</p> <p>- General Management</p> <p><b>Award announcement*</b></p> <p>- Outstanding Oral Presentation Award</p> <p>- The Best Presentation</p> <p><b>*Scores ≥ 70</b></p>
12:30	<b>Closing session by each room.</b>			

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**Room 1**

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**Zoom Meeting ID: 950 5999 7922 Passcode: 585493**

**25<sup>th</sup> May 2024, Venue: Walailak University, Thailand (Bangkok Time)**

**Session: Marketing, Digital Marketing and Branding**

Time	Titles	Speakers	Contacts	ID
<b>Chair Person:</b>				
1. <b>Dr.Miguna Astuti, Universitas Pembangunan Nasional Veteran Jakarta</b>				
2. <b>Dr.Hira Batool (Walailak University)</b>				
10:00 – 10:18	The influence of perceived value on the purchase intention of new energy vehicle consumers: Empirical evidence from Nanjing, China	Shubham Pathak Yunke Zhaung	shubhampathak@gmail.com shubham.pa@mail.wu.ac.th 1372885797@qq.com	1CN
10:20 – 10:38	Exploring Customer Loyalty in the Department Store Retail Setting: A Comprehensive Study of ABC Shopping Mall	Wang Xinran Noppawan Wisedsind Jirapong Ruanggoon	1173991672@qq.com noppawan.w@dru.ac.th jirapong.r@dru.ac.th	13EN
10:40 – 10:58	Marketing Communication Strategies for Used Car Purchase Intention: A Case of ABC Automobile Company	Zhang Yang Noppawan Wisedsind Jirapong Ruanggoon	741124388@qq.com Noppawan.w@dru.ac.th jirapong.r@dru.ac.th	14EN
11:00 – 11:18	Digital Marketing Transformation Strategies of Traditional B2B for Training and Consulting Enterprise	Zhao Yong	zhaoyong.82.cn@gmail.com	19EN
11:20 – 11:38	Consumers' Preference and Willingness to Pay for Imported Milk in the Seven Administrative Districts of Shanghai, China	Zhao Wei Noppawan Wisedsind Jirapong Ruanggoon	1642486917@qq.com noppawan.w@dru.ac.th jirapong.r@dru.ac.th	18EN
11:40 – 11:58	A Model of Employee Happiness among Researchers in BEIJING M Medical Research Center	Li Jian Jirapong Ruanggoon Noppawan Wisedsind	13521890102@163.com jirapong.r@dru.ac.th noppawan.w@dru.ac.th	6EN
12:00 – 12:18	Brand strategy of Chinese catering enterprises: Taking X chain catering as an example	Du Wenting Lalita Puangmaha	duwenting_2023@qq.com	16EN

**Conference in Management: Summer 2024**  
**Room 2**

**Join Zoom Meeting**

<https://wu-ac-th.zoom.us/j/91915011572?pwd=NmFJaFNHS0cvaWVCK1hZV1lVRUdHdz09>

**Zoom Meeting ID: 919 1501 1572 Passcode: 793454**

**25<sup>th</sup> May 2024, Venue: Walailak University, Thailand (Bangkok Time)**

**Session: Accounting and Finance Management**

Time	Titles	Speakers	Contacts	ID
<b>Chair Person:</b>				
1. <b>Assoc.Prof.Dr.Zulnaidi Yaacob (Universiti Sains Malaysia)</b>				
2. <b>Asst.Prof.Dr.Rotcharin Kunsrison (Mahasarakham University)</b>				
10:00 – 10:18	The Impact of Intangible Assets on Capital structure: An Empirical Data of Thai Listed Companies During 2019-2022	XiningXu Trairong Swatdikun Xiaoque Chen	isabella_5@163.com trairong.sw@mail.wu.ac.th trairong.sw@wu.ac.th	23CN
10:20 – 10:38	Automated Inventory Counting System for Retail Warehouses Using Drone Technology	Weerawut Thanhikam	weerawuttha@pim.ac.th	24EN
10:40 – 10:58	Improvement of Financial Management: A Case of a Chinese Telecommunication Enterprise	Yang Wenjing Noppawan Wisedsind Jirapong Ruanggoon	18790921349@163.com Noppawan.w@dru.ac.th jirapong.r@dru.ac.th	8EN
11:00 – 11:18	The Impact of Board Characteristics on ESG Performance: Post-SET ESG Rating Implementation in Thailand	Atchara Rattanakolkit Thanchanok Suepphan Pankaewta Lakkanawanit	lpankaew@mail.wu.ac.th	25EN
11:20 – 11:38	Understanding the Nexus between Environmental, Social, and Governance Reporting and Firm Value: Empirical Evidence from Industry sector in the Stock Exchange of Thailand	Chiratheep Kaewnun Jeeranan Phongphaew Bussakorn Somphaluek Parichat Maneerat Phimonphan Raksaphon Umaporn Chumee Trairong Swatdikun	Trairong.sw@mail.wu.ac.th	26EN
11:40 – 11:58	The Impact of Planned Behavior and Entrepreneurial Education on Entrepreneurial Intention among Accounting Students of Nanning University	Yan Qi	380590048@qq.com	28CN
12:00 – 12:18	The Impact of Logistics Service Quality on Customer Satisfaction: A Case of Jingdong Mall in Xiamen City, China	Fan Juan Shubham Pathak	1047032777@qq.com shubhampathak@gmail.com	27CN

**Conference in Management: Summer 2024**  
**Room 3**

**Join Zoom Meeting**

**<https://wu-ac-th.zoom.us/j/95616851232?pwd=TDQvS3hERFB0c0FtSHhZZmR5RWMzUT09>**

**Zoom Meeting ID: 956 1685 1232 Passcode: 503514**

**25<sup>th</sup> May 2024, Venue: Walailak University, Thailand (Bangkok Time)**

**Session: Organization Behavior**  
**Human Resource Management**

Time	Titles	Speakers	Contacts	ID
<b>Chair Person:</b>				
1. Dr.Zackharia Rialmi, S.IP., MM., CHRP (Universitas Pembangunan Nasional Veteran Jakarta, Indonesia)				
2. Asst.Prof.Dr.Shuham Pathak (Walailak University)				
10:00 – 10:18	An Analysis of Employee Turnover Intention in the Airport Catering Industry - A Case Study of HZ Company	Wei Tongtong Jirapong Ruanggoon Tatchapong Settabutr	2491817532@qq.com jirapong.r@dru.ac.th tatchapong.s@hotmail.com	15EN
10:20 – 10:38	The Effect of Job Burnout on Teachers' Turnover Intentions in Primary and Secondary Schools: The Case of Aksu District	Longke Wang Chonlakan Benjasak Trairong Swatdikun	1115456033@qq.com bchonlak@mail.wu.ac.th Trairong.sw@mail.wu.ac.th	20CN
10:40 – 10:58	The Impact of Quality of Work Life on Job Performance: A Case of Central State-Owned Commercial Banks in Nanning, China	Yiqian Chen Trairong Swatdikun Varaporn Permpanitnukul	Arielchen1223@126.com Trairong.sw@mail.wu.ac.th	22CN
11:00 – 11:18	The Impact of Strategic Training and Development on Work performance: Empirical Evidence from Technical Colleges, Wuhu, China	Yanchun Liu Trairong Swatdikun Varaporn Permpanitnukun	535710902@qq.com trairong.sw@wu.ac.th	21CN
11:20 – 11:38	Strategic Performance Management: A Case Study of Company A's Response to the Competitive Environment	Wang Zhongling Jirapong Ruanggoon Sittichai Farungthong	1842135573@qq.com jirapong.r@dru.ac.th Sittichai.f@dru.ac.th	12EN
11:40 – 11:58	Digitalization of Human Resource Management: A Case Study of RM Company	Liu Lufa Jirapong Ruanggoon Sookyuen Tepthong	494426908@qq.com jirapong.r@dru.ac.th sookyuen@hotmail.com	7EN
12:00 – 12:18	Human Resource Management Practices in Small and Medium-Sized Enterprises in Jining City	ZhaoYanyan Jirapong Ruanggoon Chayoot Wana	1021811290@qq.com jirapong.r@dru.ac.th chayootwana84@gmail.com	17EN

**Conference in Management: Summer 2024**  
**Room 4**

**Join Zoom Meeting**

**<https://wu-ac-th.zoom.us/j/92677599146?pwd=RjBEBHJHY1YxVUczQU9tbXV4QVZKdz09>**

**Zoom Meeting ID: 926 7759 9146 Passcode: 357034**

**25<sup>th</sup> May 2024, Venue: Walailak University, Thailand (Bangkok Time)**

**Session:**     **Logistic Management**  
                  **Business and Innovation Management**  
                  **General Management**

<b>Time</b>	<b>Titles</b>	<b>Speakers</b>	<b>Contacts</b>	<b>ID</b>
<b>Chair Person:</b>				
1. <b>Dr.Siti Haslina Md Harizan (University Sains Malaysia)</b>				
2. <b>Asst.Prof.Dr.Pankaewta Lakkanawanit (Walailak University)</b>				
10:00 – 10:18	A Study of Unmanned Aerial Vehicle Routing for Drugs and Medical Supplies Transportation in Flooded Areas by Using Heuristics Approach	Chanicha Moryadee Kiatkulchai Jitt-Aer Natpatsaya Setthachotsombut	chanicha.mo@ssru.ac.th kiatkulchai@rtaf.mi.th Natpatsaya.se@ssru.ac.th	3EN
10:20 – 10:38	Multiple Case Study Analysis of Lean Six Sigma Methodology in Reducing Medication Errors in Thai Public Hospital	Lamphai Trakoonsanti Komson Sommanawat	lamphai.tr@ssru.ac.th komson.so@ssru.ac.th	2TH
10:40 – 10:58	A Study of Deming Quality Cycle Model Affecting Employee Performance Management	Lei Juanjuan	52584157@qq.com	10EN
11:00 – 11:18	Effect of Service Quality on Customer Loyalty in the Fast-Food Industry: A Perspective from University Students in Hangzhou City, Zhejiang Province, China	Liu Yiming Jirapong Ruanggoon Nitidetch Koohathongsumrit	18632877887@163.com jirapong.r@dru.ac.th nitidetch.k@rumail.ru.ac.th	5EN
11:20 – 11:38	The Nexus among Organizational Justice, Job Performance, Job Satisfaction, and Employee Loyalty in S Company of the Museum Exhibition Industry	Li Zhijian Jirapong Ruanggoon Chayoot Wana	1474826156@qq.com jirapong.r@dru.ac.th chayootwana84@gmail.com	11EN
11:40 – 11:58	Post-Pandemic Resilience: A Study on the Adaptive Strategies of Construction Company in Xichang City, China	Ni Gongtao Jirapong Ruanggoon Chayoot Wana	nigongtao@gmail.com jirapong.r@dru.ac.th chayootwana84@gmail.com	4EN
12:00 – 12:18	Strategic Analysis and Competitive Advantage Strategies for a Leading Information Security Enterprise: A Case Study of Q Technology Company	Qiu Liyuan Jirapong Ruanggoon Chayoot Wana	rick.iao3389@gmail.com jirapong.r@dru.ac.th chayootwana84@gmail.com	9EN