

Opening Ceremony Schedule
**"The 5th International Conference in Management, Innovation,
Economics and Social Sciences (ICMISS) 2024"**
19 - 20 February 2024
Mường Thanh Grand Đà Nẵng Hotel, time 09.00 a.m. - 05.00 p.m. (in Vietnam)
and Online Via Zoom Application

Date	Time	Activites	Place
19 February 2024	09.00 – 09.30 a.m.	Register	Mường Thanh Grand Đà Nẵng Hotel, Meeting Room 101
	09.30- 10.00 a.m.	Opening speeches by Asst.Prof.Dr.Cholpassorn Sitthiwarongchai <i>Dean of College of Innovation and Management</i> Asst.Prof. Hathaipan Soonthornpipit <i>Associate Dean for Academic Affairs, College of Innovation and Management</i> (Moderator: Mr. Teerapong Pongpeng)	
	10.00 - 10.45 a.m.	Keynote speeches by Prof. Dr. Truong Nguyen Xuan Vinh <i>RMIT University</i> Prof.Dr. Mukesh Srivastava <i>College of Business University, Mary Washington, USA</i>	
	10.45 a.m.- 05.00 p.m.	Online presentation sessions, International Conference, 2024 1. Session 1 Asst. Prof. Dr. Muhammad Shahid Khan (SSRU, Thailand)	
20 February 2024	09.00 a.m. - 05.00 p.m.	Conference Workshop: Introduction to NVIVO, SPSS, SMART-PLS, AMOS, MENDELELEY and ZOTERO Speaker by Asst. Prof. Dr. Muhammad Shahid Khan (Ph.D.)	

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ID 316 459 8334 ROOM 1

Activities	Number	Title	Presenter
International present (35 articles) Chairman <i>Asst. Prof. Dr. Muhammad Shahid Khan</i> <i>(SSRU, Thailand)</i> <u>Zoom Login Room 1*</u> ID: 316 459 8334 Password: 1234 10.45 a.m. - 05.00 p.m.	1	INNOVATION IN MANAGING THE ECOSYSTEM OF E-SPORTS AND ANALYZING THE GROWTH OF THE GAMING BUSINESS IN THAILAND	CHOLPASSORN SITTHIWARONGCHAI
	2	THE STUDY OF THE COMPONENTS OF VALUE-ADDED FACTORS IN THE PRODUCTS OF COMMUNITY ENTERPRISE ENTREPRENEURS TO PROMOTE THE CREATION OF COMMUNITY ECONOMIC DEVELOPMENT	CHUMPON RODJAM
	3	COMMUNITY SECURITY MANAGEMENT: THE CONCEPTUAL FRAMEWORK OF DISORDER, SOCIAL COHESION, AND FEAR OF CRIME	HATHAIPAN SOONTHORNPIT
	4	EXPLORING THE INFLUENCE OF SERVICE QUALITY ON CUSTOMER LOYALTY OF SPORT TOURIST IN BANGKOK THAILAND	ANUCHIT KULWANICH
	5	EXPLORING THE INFLUENCE OF HUMAN RESOURCE DEVELOPMENT ON JOB PERFORMANCE IN THAILAND EDUCATIONAL INSTITUTIONS	PANNAWAT CHUVICHIAN
	6	POTENTIAL AND ABILITY TO ACCOMMODATE TOURISTS SAMUT SONGKHRAM PROVINCE (AREA AND FACILITIES)	EKGNARONG VORASIHA
	7	MODEL OF THE MEDIATING EFFECT OF GREEN INNOVATION STRATEGY BETWEEN TECHNICAL INNOVATION AND INNOVATION PERFORMANCE	NIYOM SUWANDEJ
	8	GUIDELINE FOR DEVELOPMENT FOR TOURISM IN PINK WATER LILY LAKE, UDON THANI PROVINCE	THONGCHAI SURINWARANGKON
	9	CONSUMER BEHAVIOR FACTORS AFFECTING PEOPLE'S INTENTION TO EXERCISE IN NAKHON PATHOM MUNICIPALITY	SUPORNTIP PUPANEAD
	10	FACTORS INFLUENCING TIKTOK SHOP BUYING BEHAVIOR OF CONSUMERS IN BANGKOK	NARUMON CHOMCHOM
	11	THE IMPACT OF THE SPORTING EVENTS QUALITY ON CUSTOMER DECISION-MAKING: CASE STUDY IN BANGKOK, THAILAND	TEERAPONG PONGPENG
	12	RECRUITMENT AFFECTS THE EFFICIENCY AND WORK PERFORMANCE OF EMPLOYEES OF PRIVATE COMPANIES IN THE GAME ONLINE BUSINESS.	NATHAYU WANTAYAKUL

Activities	Number	Title	Presenter
	13	COMMUNITY TOURISM MARKETING INNOVATION TO ENHANCE THE FOUNDATION ECONOMY OF SAMUT SONGKHRAM PROVINCE	WUTIPONG JANMUANGTHAI
	14	DRIVING INNOVATION AND GROWING NETWORK OF E-SPORTS IN THAILAND	WICHAR KUNKUM
	15	MOTIVATION IN THE PERFORMANCE OF EMPLOYEES IN SAMUT SONGKHRAM PROVINCE	WAREEYA KHLUNGAENG
	16	HEALTHY WORK OF FLIGHT ATTENDANTS A CASE STUDY OF FULL SERVICES AIRLINE IN THAILAND	ORAPHAN DECHA
	17	FACTORS RELATED TO SATISFACTION WITH FINANCIAL TRANSACTIONS IN BUYING PRODUCTS AND SERVICES: CASE OF TALINGCHAN FLOATING MARKET, TALINGCHAN DISTRICT, BANGKOK	TAWATCHAI SUPHUAN
	18	HUMAN RESOURCE MANAGEMENT THAT AFFECTS EMPLOYEE PERFORMANCE IN NONTABURI	SUWITA PRUGSAARPORN
	19	AFFECTING OF ORGANIZATIONAL STRATEGY ON ORGANIZATIONAL PERFORMANCE FOR MEDIA AGENCY IN BANGKOK THAILAND	PEERANTHON SAENSOOK
	20	PROMOTING SUSTAINABLE DEVELOPMENT: THE EFFECT OF INTERNET USE FOR GREEN ENVIRONMENT INFORMATION ON CHINESE COLLEGE STUDENTS' PRO-ENVIRONMENTAL BEHAVIORS	MUHAMAMMAD SHAHID KHAN
	21	PARA-SOCIAL RELATIONSHIP WITH GAMING STREAMER AFFECTING TO VIDEO GAME PRODUCT ATTITUDE AND PURCHASE INTENTION: CONCEPTUAL FRAMEWORK REVIEW	PACHOKE LERT-ASAVAPATRA
	22	DEVELOPMENTAL GUIDELINES FOR ADMINISTRATIVE SERVICES AND DOCUMENTS OF THE FACULTY OF EDUCATION, SUAN SUNANDHA RAJABHAT UNIVERSITY	RAVINAN PRAYANOI
	23	GUIDELINES FOR PROMOTING THE PUBLICATION OF RESEARCH PAPERS IN NATIONAL AND INTERNATIONAL JOURNALS OF ACADEMIC PERSONNEL IN COLLEGE OF INNOVATION AND MANAGEMENT.	PHATTHANAN ROTRUNGWAT
	24	QUESTIONNAIRE ON SATISFACTION WITH USE OF BUILDINGS AND LOCATIONS OF THE UDON THANI PROVINCIAL EDUCATION CENTER SUAN SUNANDHA RAJABHAT UNIVERSITY	CHAROENCHAI PARMDIN
	25	PARTICIPATORY ELECTRICITY SAVING PLANNING INSIDE THE UDON THANI EDUCATION CENTER SUAN SUNANDHA RAJABHAT UNIVERSITY	SUPAT SOMSUK

Activities	Number	Title	Presenter
	26	DEVELOPMENT OF PRODUCT PROCESSING PROCESSES FOR TOURISM, COMMUNITY ENTERPRISES, BAN CHIANG TOURISM PRODUCT PROCESSING GROUP	PHIRAYU SEANBUDDA
	27	SATISFACTION SURVEY OF PUBLIC SERVICE RECIPIENTS FROM THE NONG BUA LAMPHU PROVINCIAL ADMINISTRATIVE ORGANIZATION.	SRAYUT KUANMUANG
	28	THE DEVELOPMENT OF STUDENT BY IDENTITY SKILLS INTERPERSONAL RELATIONSHIP AND RESPONSIBILITY OF UDON THANI EDUCATION CENTER SUAN SUNANDHA RAJABHAT UNIVERSITY	SAIBUA NONSILA
	29	AWARENESS OF THE IMPORTANCE OF UDON THANI YOUTH IN THE FIELD OF NATURAL RESOURCES AND ENVIRONMENTAL CONSERVATION.	WALEERAT SANGCHAI
	30	THE STUDY OF STUDENT SATISFACTION AT THE UDONTHANI EDUCATION CENTER SUAN SUNANDHA RAJABHAT UNIVERSITY TOWARDS PROVIDING ACCIDENT INSURANCE SERVICES.	TAKSA PARAKAEW
	31	THE DEVELOPMENT OF AN INTEGRATED MARKETING COMMUNICATION MODEL TO ENHANCE THE OPERATIONAL EFFICIENCY OF ENTREPRENEURS IN THE NAKHA FABRIC MARKET. UDON THANI PROVINCE.	VASUTA AUYAPITANG
	32	PRODUCT DEVELOPMENT FROM REED MAT BAN NONG NAKHAM COMMUNITY ENTERPRISE GROUP, MUANG DISTRICT, UDON THANI PROVINCE	ANNOP T. SRIVONG
	33	COMMUNITY PARTICIPATION IN CREATIVE CULTURAL TOURISM MANAGEMENT A CASE STUDY OF UMCHAN SUBDISTRICT, PRAJAKSILPAKOM DISTRICT. UDON THANI THAILAND	EKKACHAI SITHAMMA
	34	GUIDELINES FOR DEVELOPING PARTICIPATION OF COMMUNITY ENTERPRISE MEMBERS NONGWUASO DISTRICT UDON THANI THAILAND	DARANEE DAUNGROM
	35	MARKETING MIX FACTORS AFFECTING BUYING BEHAVIOR OF THAI HERBAL SOAP BANJIK SPA COMMUNITY ENTERPRISE GROUP CONSUMERS IN UDON THANI PROVINCE.	CHALIDA SRISUNTHRON

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Activities	Number	Title	Presenter
International present (31 articles) Chairman <i>Asst. Prof. Dr. Muhammad Shahid Khan</i> <i>(SSRU, Thailand)</i> <u>Zoom Login Room 2*</u> ID: 316 459 8334 Password: 1234 10.45 a.m. - 05.00 p.m.	1	FACTORS AFFECTING OPERATIONAL EFFICIENCY OF ACADEMIC SUPPORT PERSONNEL COLLEGE OF INNOVATION AND MANAGEMENT	SUPAP PUESTISARIKORN
	2	IMPROVING ONLINE LATE REGISTRATION SERVICE PROCESS TO MEET THE NEEDS EFFICIENTLY THROUGH THE LINE OA CHANNEL.	NUNTIKA ANUTO
	3	DEVELOPMENT OF THE WORK MANUAL FOR ETHICS APPROVAL FOR GRADUATE THESIS, SUAN SUNANDHA RAJABHAT UNIVERSITY	SUJINTANA BOONTAVEE
	4	DEVELOPMENT GUIDELINES OF MEDIA FOR THE PUBLIC RELATIONS OF THE COLLEGE OF INNOVATION AND MANAGEMENT, SUAN SUNANDHA RAJABHAT UNIVERSITY	PEECHAYANUT KONTONGKUM
	5	ONLINE LEARNING BEHAVIORS AND OPINIONS ON ONLINE LEARNING MANAGEMENT OF THE MASTER OF BUSINESS ADMINISTRATION STUDENTS IN PROFESSIONAL FOOTBALL MANAGEMENT, SUAN SUNANDHA RAJABHAT UNIVERSITY	SUPAKORN TUNVARAVUTTICHA
	6	BUDGET MANAGEMENT MODELS AFFECTING THE COLLEGE OF INNOVATION AND MANAGEMENT'S BUDGET MANAGEMENT EFFICIENCY	JURAIRAT ANUPHAN
	7	FACTORS INFLUENCING THE SELECTION OF STUDY IN THE DOCTOR OF PHILOSOPHY PROGRAM IN INNOVATIVE MANAGEMENT AT COLLEGE OF INNOVATION AND MANAGEMENT, SUAN SUNANDHA RAJABHAT UNIVERSITY OF CHINESE STUDENTS	REEHAM CHE-TEH
	8	FACTORS INFLUENCING CHINESE STUDENTS' DECISION TO STUDY IN THAI UNIVERSITIES: A CASE STUDY OF SUAN SUNANDHA RAJABHAT UNIVERSITY	WISUTHTINATH WIPAKKITANAN
	9	PROBLEMS AND DEVELOPMENT APPROACH ON SUPPLIES ADMINISTRATION IN COLLEGE OF INNOVATION AND MANAGEMENT, SUAN SUNANDHA RAJABHAT UNIVERSITY	YASMEE CHETEH
	10	DEVELOPMENT OF THE ONLINE CLASSROOM BOOKING SYSTEM OF THE COLLEGE OF INNOVATION AND MANAGEMENT SUAN SUNANDHA RAJABHAT UNIVERSITY	MANEERAT THONGON
	11	FACTORS AFFECTING THE PROCESS OF PREPARING THE STRATEGIC PLAN AND THE ANNUAL ACTION PLAN	WASSANA PHONGWILAI

Activities	Number	Title	Presenter
	12	GUIDELINES FOR IMPROVING THE QUALITY OF SERVICES FOR FOREIGN STUDENTS: A CASE STUDY OF CHINESE STUDENTS IN COLLEGE INNOVATION AND MANAGEMENT, SUAN SUNANDHA RAJABHAT UNIVERSITY	SUDARAT CHIRAPRUK
	13	AFFECTING OF CHANEL OF INFORMATION EXPORSURE ON STUDENTS' DECISION-MAKING IN CHOOSING TO STUDY AT COLLEGE INNOVATION AND MANAGEMENT, SUAN SUNANDHA RAJABHAT UNIVERSITY	MANANCHAYA BUAKAO
	14	EFFICIENCY OF STUDENT ACTIVITIES IN THE COLLEGE OF INNOVATION AND MANAGEMENT, SUAN SUNANDHA RAJABHAT UNIVERSITY	CHANA-UN URAIRUK
	15	FACTORS AFFECTING THE SUCCESS OF THE IMPLEMENTATION OF EDUCATIONAL QUALITY ASSURANCE POLICIES OF COLLEGE OF INNOVATION AND MANAGEMENT, SUAN SUNANDHA RAJABHAT UNIVERSITY	RUJJARET PINTHUWAT
	16	THE DIGITAL TECHNOLOGY APPLICATION GUIDELINE FOR PUBLICIZE EDUCATIONAL PROGRAMS, COLLEGE OF INNOVATION AND MANAGEMENT SUAN SUNANDHA RAJABHAT UNIVERSITY	MANON ARUNKIRI
	17	GUIDELINE FOR DEVELOPING MARKETING STRATEGY FOR THE ACCOMMODATION BUSINESS IN SAMUTSONGKHRAM PROVINCE FOR THE NEXT NORMAL	KAMONLUK PHOPHAN
	18	JOB PERFORMANCE AND HUMAN RESOURCE DEVELOPMENT: A STUDY OF EMPLOYEES IN BANGKOK	MONTIPA VILASTHIP
	19	A STUDY OF THE MARKETING MIX OF THAI LEATHER HANDBAG BRANDS AGAINST IMPORTED BRANDS	THANADOL ARMARTPON
	20	PLANNING THE DYEING OF LOCAL CLOTH PRODUCTION CASE STUDY OF BAN CHIANG LOCAL CLOTH COMMUNITY ENTERPRISE	SURAPONG INTARAPAK
	21	ENHANCING PRODUCTION EFFICIENCY OF BAN CHIANG PROCESSED AGRICULTURAL COMMUNITY ENTERPRISE GROUP	NAPASSAWAN KUMKLONG
	22	THE UTILIZING OF THE FIFO SYSTEM FOR ANALYZING AND DESIGN INVENTORY CONTROL WITHIN A COMMUNITY ENTERPRISE GROUP IN UDON THANI	AMORN RAT MUENJITNOY
	23	GUIDELINES FOR INCREASING EFFICIENCY IN DEVELOPING WEBSITES FOR PUBLIC RELATIONS	KANLAYA PRATAPAN
	24	DEVELOPMENT OF PERSONNEL SUPPORT PERSONNEL IN THE SUAN SUNANDHA RAJABHAT UNIVERSITY, UDONTHANI EDUCATION CENTER	KANDA SARAPOL
	25	ANALYSIS OF BUDGET EXPENDITURE TO ACHIEVE THE PERFORMANCE OF GOVERNMENT PERFORMANCE TO ACHIEVE THE GOALS OF SUAN SUNANDHA RAJABHAT UNIVERSITY	ANUTIDA SANGSAI

Activities	Number	Title	Presenter
	26	INCOME BUDGET ADMINISTRATION OF THE UDON THANI EDUCATION CENTER SUAN SUNANDHA RAJABHAT UNIVERSITY	TEERATA PANGKASA
	27	STUDENTS SATISFACTION TOWARDS FINANCIAL AND ACCOUNTING SERVICES OF UDON THANI EDUCATION CENTER, SUAN SUNANDHA RAJABHAT UNIVERSITY	JINJUTHA SENACHAI
	28	CULTURAL LANDSCAPE MANAGEMENT TOWARDS GREEN TOURISM NACHOMPPOO VILLAGE NAYOONG DISTRICT, UDON THANI PROVINCE.	TEERARAT AMNARTCHAROEN
	29	STUDENTS' SATISFACTION TOWARDS INSTRUCTION AT UDON THANI EDUCATION CENTER SUAN SUNANDHA RAJABHAT UNIVERSITY	JARAWAN KHONGON
	30	NEEDS AND EXPECTATIONS FOR CONTINUING EDUCATION IN THE UDON THANI EDUCATION CENTER SUAN SUNANDHA RAJABHAT UNIVERSITY FOR HIGH SCHOOL STUDENTS IN THE MUEANG UDON THANI DISTRICT	RALITA KAMACHAINGPIN
	31	RESEARCH ON THE STRATEGY OF LOGISTICS SUPPORT TO IMPROVE THE EDUCATION MANAGEMENT LEVEL OF HIGHER VOCATIONAL COLLEGES	SISI HUANG

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Activities	Number	Title	Presenter
International present (38 articles) Chairman <i>Asst. Prof. Dr. Muhammad Shahid Khan</i> <i>(SSRU, Thailand)</i> <u>Zoom Login Room 3*</u> ID: 316 459 8334 Password: 1234 10.45 a.m. - 05.00 p.m.	1	STUDY ON THE INNOVATIVE MANAGEMENT AND PRACTICE OF CURRICULUM REFORM IN CHINESE VOCATIONAL SCHOOLS	QIAN LI
	2	THE INFLUENCE OF ESG MANAGEMENT, ACTIVITY RECOGNITION AND PERFORMANCE THAT AFFECTS THE HIGH-QUALITY DEVELOPMENT OF ENTERPRISES IN YUNNAN PROVINCE, CHINA	WANG ANAN
	3	PARTICIPATE VIRTUAL CORPORATE SOCIAL RESPONSIBILITY CO-CREATION ON THE GREEN PURCHASE INTENTION: LITERATURE REVIEW	PENG XU
	4	THE INFLUENCE OF TRANSFORMATIONAL LEADERSHIP ON TEACHER INNOVATION CAPABILITY IN COLLEGES OF HAINAN	MINLI ZHENG
	5	THE IMPACT OF INNOVATIVE LEADERSHIP ON ORGANIZATIONAL PERFORMANCE IN UNIVERSITIES IN YUNNAN PROVINCE	YU NIE
	6	THE INFLUENCE OF INNOVATION TRAINING ON TEACHER COMPETENCE	DINGCAI LIANG
	7	THE INTERRELATION BETWEEN GREEN INNOVATION AND CONSUMER'S ONLINE GREEN PURCHASE BEHAVIOR IN CHINA: A LITERATURE REVIEW	SHAOZI CHEN
	8	EDUCATION AND TEACHING REFORM AND INNOVATION OF THE UNIVERSITY OF INTERNATIONAL BUSINESS AND ECONOMICS IN THE NEW MEDIA ENVIRONMENT	YUAN LI
	9	RESEARCH ON STUDENT MANAGEMENT STRATEGIES IN THE DIGITAL ERA OF THE UNIVERSITY OF INTERNATIONAL BUSINESS AND ECONOMICS	YUAN LI
	10	THE APPLICATION OF EDUCATION AND TEACHING INNOVATION STRATEGY IN SHANTOU CENTRAL KINDERGARTEN	WENJING CHEN
	11	ON THE PROBLEMS AND COUNTERMEASURES OF ADULT EDUCATION MANAGEMENT IN SHANTOU UNDER THE BIG DATA ENVIRONMENT	FENG ZHENG
	12	MANAGING THE INNOVATIVE TEACHING PROCESS FOR TEACHERS' CORE COMPETENCIES IN VOCATIONAL UNIVERSITIES BASED ON CHINA'S REFORM POLICY: AN EXPLORATORY MIXED-METHOD DESIGNE	WENJING MA

Activities	Number	Title	Presenter
	13	THE IMPACT OF HUMAN CAPITAL AND SOCIAL CAPITAL ON THE EMPLOYMENT QUALITY OF UNIVERSITY GRADUATES: A MEDIATING ROLE BASED ON CAREER DEVELOPMENT	HANG ZHAO
	14	THE INFLUENCING FACTORS OF THE EFFECTIVENESS OF UNIVERSITY-ENTERPRISE COOPERATION	QI ZHANG
	15	IMPACT OF ENTERPRENEURIAL TALENT ON FINANCIAL MANAGEMENT INNOVATION :TELECOM ENTERPRISE IN SOUTH CHINA	HANLEI MA
	16	FACTORS AFFECTING THE DEVELOPMENT OF YOUTH SCHOOL FOOTBALL COMPETITION SYSTEM IN HUNAN PROVINCE	WEN TANG
	17	THE IMPACTING FACTORS OF INNOVATIVE STRATEGIES OF INTERNATIONAL HIGHER EDUCATION UNDER THE CONSTRUCTION OF HAINAN FREE TRADE PORT CONSTRUCTION	SA WANG
	18	THE EFFECT OF SERVANT LEADERSHIP ON INNOVATIVE BEHAVIOR OF ENTERPRISE EMPLOYEES	QIU WANG
	19	THE IMPACT OF DIGITAL TEACHING ON STUDENT ACHIEVEMENT	DONG WANG
	20	SEMIOTICS ANALYSIS OF MUSIC COMMUNICATION IN DISNEY'S ANIMATED FILMS	JINLI JIANG
	21	COMMUNICATION OF URBAN CULTURAL IMAGE IN THE PERSPECTIVE OF NEW MEDIA-TAKING JINAN AS AN EXAMPLE	XIAOLIN LUO
	22	WORLD INTANGIBLE CULTURAL HERITAGE -EXTENSIVENESS COMMUNICATION OF KUNQU OPERA	YIBO LI
	23	RESEARCH ON THE IMPACT OF AI IMAGE GENERATION ON USER SATISFACTION IN CHINESE SOCIAL MEDIA: A CASE OF XIAOHONGSHU APPLICATION	ZHE CHEN
	24	THE ROLE AND INFLUENCE OF WECHAT IN EDUCATIONAL COMMUNICATION	LUSI LIU
	25	THE COMMUNICATION EFFECT, EXPRESSION FORM AND DEVELOPMENT OF ONLINE GAMES ON TRADITIONAL CULTURE\	YAN WANG
	26	THE IMPACT OF WORK-FAMILY CONFLICT ON JOB PERFORMANCE OF CHINESE GRASSROOTS CIVIL SERVANTS -- THE CASE OF QINGZHOU CITY	JIA LI
	27	UNDER THE BACKGROUND OF BIG DATA, THE CURRENT SITUATION OF DISTANCE EDUCATION AND ANALYSIS OF STUDENTS' LEARNING ACHIEVEMENT LEVELS	WENMING PEI
	28	A STUDY ON THE NECESSITY OF FAMILY EDUCATION CURRICULUM FOR COLLEGE STUDENTS	YULING WANG

Activities	Number	Title	Presenter
	29	CONTINUING MEDICAL EDUCATION FOR MEDICAL STAFF IN TERTIARY PUBLIC HOSPITALS RISK EDUCATION TO IMPROVE MEDICAL SERVICES RESEARCH ON INFLUENCING FACTOR	XIAOYANG LI
	30	THE CURRENT SITUATION OF THE MANAGEMENT OF THE UNIVERSITY STADIUMS IN TIANJIN, CHINA	YAMING ZHOU
	31	THE IMPACT OF HUMAN CAPITAL, ORGANIZATIONAL LEARNING ON ORGANIZATIONAL PERFORMANCE OF UNIVERSITIES IN HAINAN, CHINA	JUE WANG
	32	STRATEGIES FOR THE DEVELOPMENT OF MANAGERIAL COMPETENCIES TO ENHANCE JOB PERFORMANCE OF ADMINISTRATIVE STAFF IN HIGHER EDUCATION INSTITUTIONS	YAN ZHU
	33	THE IMPACT OF INSTRUCTIONAL LEADERSHIP ON TEACHER PERFORMANCE IN PUBLIC HIGHER VOCATIONAL COLLEGES IN CHINA	XUE ZHANG
	34	CURRENT SITUATION OF DANCE SPORT EVENT MANAGEMENT IN CHINA	WEIWEI YIN
	35	INNOVATIVE MANAGEMENT OF AESTHETIC EDUCATION IN PRIVATE UNIVERSITIES IN CHINA	YUEYAN WANG
	36	THE ECOLOGICAL DISCOURSE ANALYSIS OF THE ECOLOGICAL THEMES IN THE AMERICAN TRANSCENDENTALISM LITERATURE: A CASE STUDY OF PRAY TO WHAT EARTH DOES THIS SWEET COLD BELONG BY HENRY DAVID THOREAU	LINJIA GAO
	37	A CORPUS-BASED STUDY ON DISCOURSE MARKERS IN EXPOSITORY WRITING OF CHINESE COLLEGE STUDENTS	JIAHUANG CHEN
	38	A STUDY OF THE FACTORS INFLUENCING THE WORK PERFORMANCE OF BANK EMPLOYEES IN COMMERCIAL BANKS IN CHINA: THE CASE OF ZHENGZHOU GUANGFA COMMERCIAL BANK	YUANPEI WANG

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Activities	Number	Title	Presenter
International present (43 articles) Chairman <i>Asst. Prof. Dr. Muhammad Shahid Khan</i> <i>(SSRU, Thailand)</i> <u>Zoom Login Room 4*</u> ID: 316 459 8334 Password: 1234 10.45 a.m. - 05.00 p.m.	1	A CORPUS-BASED MULTIDIMENSIONAL ANALYSIS OF HEMINGWAY'S WRITING STYLE	JIANFENG LIAN
	2	MATHEMATICAL MODELS FOR PREDICTING THE EPIDEMIC TRENDS OF BRUCELLOSIS	SUIA LIU
	3	RESEARCH ON MARKETING STRATEGY OF ANTA SPORTS SHOES PRODUCTS IN NORTHWEST CHINA ENVIRONMENT	RAN QU
	4	INNOVATIVE MANAGEMENT OF SMALL AND MEDIUM-SIZED ENTERPRISES ON CHINESE CROSS-BORDER E-COMMERCE PLATFORMS	PANPAN LI
	5	A STRUCTURED FRAMEWORK TO OPTIMIZE THE ALLOCATION OF TEACHING BUDGETS –A CASE STUDY OF A LOCAL UNDERGRADUATE COLLEGE	ZHONGLUN YU
	6	STUDENTS' HOLISTIC COMPETENCIES IN CHINESE PRIVATE COLLEGES	YING OU
	7	RESEARCH ON THE APPLICATION OF FLEXIBLE MANAGEMENT IN HUMAN RESOURCE MANAGEMENT	TINGTING ZHOU
	8	RESEARCH ON THE INFLUENCE OF DIGITAL ECONOMY ON ENTERPRISE HUMAN RESOURCE MANAGEMENT	YUANYUAN CUI
	9	RESEARCH ON THE LEADERSHIP OF ADMINISTRATORS IN PRIVATE UNIVERSITIES	DAN YE
	10	INFLUENCING BRAND EXPERIENCE ON SPORT BRAND LOYALTY: UNIVERSITY STUDENT IN GUANGXI PROVINCE, CHINA	SONGWEI ZHONG
	11	RESEARCH ON THE EMPLOYMENT OF GRADUATES OF PRIVATE COLLEGES AND UNIVERSITIES IN EDUCATIONAL MANAGEMENT —TAKING THE EXAMPLE OF BUSINESS MAJOR IN THE SCHOOL OF ACCOUNTING OF DIANCHI COLLEGE	ZHITIAN YANG
	12	RESEARCH ON THE DEVELOPMENT OF KNOWLEDGE MANAGEMENT FOR PRIMARY SCHOOL MANAGERS IN CHINA	YING TIAN
	13	ANALYSIS OF THE CURRENT SITUATION OF BANK FINANCIAL PRODUCTS IN CHINA	WENKE LI
	14	PROFESSIONAL DEVELOPMENT STRATEGIES FOR JUNIOR HIGH SCHOOL CHINESE TEACHERS IN ANHUI PROVINCE	JIE DING
	15	A MODEL AND MEASUREMENT OF TEACHER COMPETENCE FOR SMART EDUCATION	JIA YUAN
	16	BASED ON THE RELATIONSHIP OF CLOTHING DESIGN, MASLOW'S HIERARCHY AND COLOR	CHUNPING LIU

Activities	Number	Title	Presenter
	17	PEDAGOGICAL CONTENT KNOWLEDGE OF FOREIGN LANGUAGE TEACHERS: A REVIEW	MEIJIAO SHI
	18	FACTORS AFFECTING ENTERPRISES' CHOICE OF LABOR OUTSOURCING	QIFENG ZHOU
	19	RESEARCH ON ENTERPRISE MARKETING STRATEGY INNOVATION IN THE ENVIRONMENT OF SHARING ECONOMY	SHASHA QI
	20	STUDY OF PRINCIPAL LEADERSHIP TRAITS IN THE CONTEXT OF CONTEMPORARY SCHOOLS	JIA NING
	21	RESEARCH ON MARKETING STRATEGY OF HARBIN ICE AND SNOW WORLD BRAND	MAOLIN CHEN
	22	RESEARCH ON THE DEVELOPMENT STRATEGY OF THEME FILMS IN THE NEW NORMAL ERA	ZHONG ZHANG
	23	RESEARCH ON INNOVATION AND ENTREPRENEURSHIP CURRICULUM SYSTEM OF COLLEGE STUDENTS IN PRIVATE COLLEGES AND UNIVERSITIES—TAKING YUNNAN DIANCHI COLLEGE AS AN EXAMPLE	ZHITIAN YANG
	24	SOCIAL DISSEMINATION OF NEWS ——A CASE STUDY OF TIKTOK	XIYI ZHANG
	25	ANALYSIS OF WAYS TO ENHANCE THE INNOVATION AND ENTREPRENEURSHIP ABILITY OF SCHOOL-ENTERPRISE COOPERATION IN TEA ART SPECIALTY DRIVEN BY THE INTEGRATION OF SCIENCE AND EDUCATION -- TAKING ZHEJIANG YUXIANG VOCATIONAL AND TECHNICAL COLLEGE AS AN EXAMPLE	FANG JIANG
	26	STUDENT MANAGEMENT IN VOCATIONAL COLLEGES IN CHINA UNDER THE BACKGROUND OF THE NEW ERA (GUIZHOU ELECTRONIC SCIENCE AND TECHNOLOGY VOCATIONAL COLLEGE)	HUA FU
	27	RESEARCH ON THE DEVELOPMENT STATUS AND IMPROVEMENT STRATEGIES OF INFORMATIZATION MANAGEMENT IN RURAL PRIMARY SCHOOLS: A CASE STUDY OF RURAL PRIMARY SCHOOLS IN TONGREN CITY, GUIZHOU PROVINCE	YING TIAN
	28	EXPLORING THE KEY FACTORS OF IMPROPER HUMAN RESOURCE MANAGEMENT LEADING TO THE WEAKENING OF A COMPANY'S CORE COMPETITIVENESS- TAKING COMPANY Y AS AN EXAMPLE	WEIXI ZHENG
	29	THE PENETRATION OF THE CONCEPT OF "CULTIVATING PEOPLE WITH MORAL INTEGRITY" IN THE EDUCATION MANAGEMENT OF SICHUAN INSTRUMENT INDUSTRY SCHOOL	YIFAN YANG
	30	RESEARCH ON THE EMBEDDED METHOD AND PROCESS COMPETENCY INDEX OF TEACHER COMPETENCY	XIAOSHU BIAN

Activities	Number	Title	Presenter
		DEVELOPMENT IN VOCATIONAL COLLEGES AT THE UNDERGRADUATE LEVEL	
	31	RESEARCH ON THE RELATIONSHIP BETWEEN RISK PREVENTION AND ENTERPRISES PERFORMANCE IN SMALL AND MEDIUM ENTERPRISES IN HENAN, CHINA	HAIYONG JIA
	32	INNOVATIVE APPLICATION OF CARD METHOD AND GROUP LEARNING METHOD COMBINATION FOR SHENZHEN HIGH SCHOOL STUDENTS	HONGCHUN ZHENG
	33	THE GUIDING IDEOLOGY OF CHINESE EDUCATIONAL ADMINISTRATION EFFICIENCY (KUNMING MEDIA COLLEGE, YUNNAN PROVINCE)	BIAN LYU
	34	THE IMPACT OF TRANSFORMATIONAL MENTOR LEADERSHIP ON POSTGRADUATES' INNOVATION PERFORMANCE	JIAN WEI
	35	CHENGDU WUSHU SANDA CLUB COACHING COMPETENCY AND APPLICATION	QINGFENG LIANG
	36	GUIDELINES FOR PROFESSIONAL DEVELOPMENT OF TEACHERS IN GUIZHOU TONGREN DATA VOCATIONAL COLLEGE	JIANGLI AN
	37	THE CURRENT SITUATION OF JISHOU DRUM CULTURAL FESTIVAL	JIANXIN LIU
	38	FEMALE LEADERSHIP IN CHINA: RESEARCH STATUS AND PROSPECTS	XI YAO
	39	A REVIEW OF THE TEACHERS' INFORMATIZATION TEACHING ABILITY IN CHINA	XU XIAO
	40	THE IMPORTANCE OF MORAL EDUCATION IN THE MANAGEMENT OF HIGH SCHOOL CLASS TEACHERS	CUI YANG
	41	EFFECTIVE CURRICULUM MANAGEMENT FOR ENHANCING STUDENT ABILITY OF APPLIED SCIENCE UNIVERSITIES IN YUNNAN PROVINCE CHINA	JIANHONG ZHAO
	42	THE CURRENT STATUS OF BRAND POSITIONING, BRAND VALUE, PERCEPTION OF DESTINATION, AND BRAND LOYALTY IN THE BRAND BUILDING OF THE TOUR OF ZHONGYUAN ROAD OPEN CYCLING CHAMPIONSHIP	QIAN PENG
	43	MEDIATING EFFECT OF JOB SATISFACTION ON RELATIONSHIP BETWEEN TQM PRACTICES AND SUSTAINABLE PERFORMANCE: A CONCEPTUAL FRAMEWORK FOR HOSPITALS IN GUANGXI, CHINA	JIERU QUAN

**"The 5th International Conference in Management, Innovation,
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19 – 20 February 2024
Mường Thanh Grand Đà Nẵng Hotel, time 09.00 a.m. - 05.00 p.m. (in Vietnam)
And Online Via Zoom Application
ID 316 459 8334 ROOM 5

Activities	Number	Title	Presenter
International present (23 articles) Chairman <i>Asst. Prof. Dr. Muhammad Shahid Khan</i> <i>(SSRU, Thailand)</i> <u>Zoom Login Room 5*</u> ID: 316 459 8334 Password: 1234 10.45 a.m. - 05.00 p.m.	1	THE GUIDELINES FOR OF IMPLEMENTING CHATGPT IN THE EDUCATIONAL ADMINISTRATION OF HIGHER VOCATIONAL COLLEGES IN ERQI DISTRICT, ZHENGZHOU	ZHENGDA LIANG
	2	EDUCATIONAL LEADERSHIP FOR COLLECTIVE MANAGEMENT IN 21 CENTURIES	SHINING ZHAO
	3	TEACHERS' COMPETENCE AND UNIVERSITY INTERNATIONAL STUDENTS' PERFORMANCE: STUDENTS' WILLINGNESS AND INDIVIDUAL RESILIENCE AS MEDIATORS IN KUNGMING CITY OF CHINA	WENJIAO DU
	4	THE CURRENT SITUATION OF SPORTS INTANGIBLE CULTURAL HERITAGE PROTECTION MANAGEMENT IN HUNAN PROVINCE, CHINA	QIUXIA TANG
	5	SWOT ANALYSIS OF THE DEVELOPMENT OF NON-PROFIT SPORTS ASSOCIATION IN HAINAN PROVINCE, CHINA	XIAOLIANG GAO
	6	THE CURRENT SITUATION OF SPORTSTOURISM MANAGEMENT FOR SUSTAINABLE IN SICHUAN PROVINCE, CHINA	DONGDONG WANG
	7	THE CURRENT SITUATION OF UNIVERSITY BASKETBALL LEAGUE MANAGEMENT IN HUNAN PROVINCE, CHINA	JUNBO LUO
	8	MODEL OF THE MEDIATING ROLE OF KNOWLEDGE INTEGRATION STRATEGY BETWEEN STRUCTURAL CAPITAL AND INNOVATION CAPABILITY OF HI-TECH ENTERPRISES IN CHINA	ZHU RUI
	9	RESEARCH REVIEW ON APPLICATION MANAGEMENT OF SPORTS INTELLIGENT SERVICE SYSTEM IN RESIDENTIAL PARKS IN HUNAN PROVINCE, CHINA	RONGRONG HU
	10	MODEL OF THE MEDIATING ROLE OF OPEN INNOVATION BETWEEN SOCIAL CAPITAL AND SMES PERFORMANCE SUCCESS IN GUANGDONG, CHINA	WENJIE JI
	11	RESEARCH ON PURCHASING INTENTION OF GREEN AGRICULTURAL PRODUCTS OF YUNNAN BASED ON SOR THEORY UNDER LIVE STREAMING COMMERCE	MA XIAOXI
	12	THE EFFECT OF ENVIRONMENTAL KNOWLEDGE ON GREEN PURCHASE INTENTION	MULIN LIU

Activities	Number	Title	Presenter
	13	EXPLORING THE FACTORS INFLUENCING THE WORK PERFORMANCE OF BANK EMPLOYEES IN COMMERCIAL BANKS IN CHINA	YUANPEI WANG
	14	OVERVIEW OF THE CHARACTERISTICS OF LOCAL UNIVERSITIES IN ZHENGZHOU CITY, HENAN PROVINCE, CHINA	NING JIA
	15	HUMAN RESOURCE MANAGEMENT IMPROVEMENT STRATEGY BASED ON ENHANCING CORE COMPETITIVENESS OF ENTERPRISES - A CASE STUDY OF COMPANY Y	WEIXI ZHENG
	16	RESEARCH ON THE REFORM OF STUDENT EDUCATION MANAGEMENT IN HIGHER VOCATIONAL COLLEGES UNDER THE INNOVATIVE EDUCATIONAL CONCEPTS	ZHENGDA LIANG
	17	WHY AI-GENERATED PAINTINGS ARE NOT PROTECTED BY COPYRIGHT LAW	NATASORN AUEKARN
	18	LEGAL ISSUES OF REAL - ESTATE DEVELOPERS: THE CASE OF ASHTON ASOKE	PAWITA KAKHAI
	19	LOSS OF INHERITANCE RIGHTS DUE TO BEING EXCLUDED FROM THE SUCCESSION: A COMPARATIVE STUDY BETWEEN THAI LEGISLATION AND THE LAOS PEOPLE'S DEMOCRATIC REPUBLIC'S LAW	TATTANAN KHONGLAMTHAN
	20	MATERNITY LEAVE AND BREAKS DURING WORK FOR BREASTFEEDING OF FEMALE EMPLOYEES ACCORDING TO THAI LABOR PROTECTION LAWS: A COMPARATIVE STUDY OF INTERNATIONAL LABOR STANDARDS AND FOREIGN LAWS	SURASAK MEEBUA
	21	SURVEY AND REFLECTION ON THE CURRENT STATUS OF URBAN COMMUNITY SPORTS FACILITIES IN YONGZHOU CITY	JINMEI LI
	22	THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY AND BRAND LOYALTY ON HONGXING ERKE SPORTING GOODS COMPANY	ZHONGYAO HUANG
	23	FACTORS INFLUENCING CONSUMERS' PURCHASE INTENTION FOR JASMINE TEA	JINFENG HUANG