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ICMISS 2026

OPENING CEREMONY SCHEDULE

"The 7th International Conference in Management, Innovation,
Economics and Social Sciences (ICMISS) 2026"

11 – 12 March 2026, time 09.00 a.m. - 05.00 p.m. (in Japan Time)

Ritsumeikan Asia Pacific University, Beppu, Japan

And Online Via Zoom Application Meeting ID : **979 0130 1342** Zoom Room: 1

Activities	No.	ID	Title	Presenter
International present (34 articles) Chairman Asst. Prof. Dr. Muhammad Shahid Khan <u>Zoom Login</u> <u>Room 1*</u> ID: 979 013 01342 09.00 a.m. - 06.00 p.m. (Japan Time)	1		Digital Welfare Platforms and Community Economic Development	Pattara Vajsawan
	2		Service Delivery Components that Enhance The Success of Internal Quality Assurance: A Case Study of The Research and Development Institute, Suan Sunandha Rajabhat University	Watsamon Santaweek
	3		Strategic Management for Enhancing Service Quality Affecting The Organizational Image of The Provincial Waterworks Authority in Thailand	Cholpassorn Sitthiwarongchai
	4		Development of Product Potential for Community Enterprises to Enhance Competitiveness and Generate Economic Impact	Chumpon Rodjam
	5		Perceived Usefulness and Behavioral Intention to Use Small Electric Public Transportation of Secondary Cities in Thailand	Panida Ninaroon
	6		Technology And User Satisfaction in Harbin's Smart Sports Venues: Relationships and A Causal Model	Anuchit Kulwanich
	7		Factors Affecting The Success of Condominium Rental Business in Bangkok	Tawatchai Suphuan
	8		Consumer Attitudes Towards Social Responsibility and	Wareeya Khlungsaeng

Activities	No.	ID	Title	Presenter
			The Environment Surrounding Business	
	9		Development of Digital Marketing Strategies to Enhance The Competitiveness of Digital Training Programs at The College of Innovation and Management	Phatthanan Rotrungwat
	10		Service Innovations Affecting User Satisfaction in The Services of The Research and Academic Services Division, College of Innovation and Management, Suan Sunandha Rajabhat University	Sudarat Chirapruk
	11		The Effect of Digital Communication by Influencers on Esports Event Attendance Intention	Nuttavut Phonsri
	12		Factors Influencing Generation Z's Employment Decision-Making in Thai Organizations	Nathayu Wantayakul
	13		Factors Affecting the Work Performance of Operational Employees: A Case Study of a Low-Cost Airline in Thailand	Oraphan Decha
	14		A Spatial Development Approach to Elevate Kanchanaburi's Creative Economy Towards a Sustainable International Green Tourism Model	Wutipong Janmuangthai
	15		The Influence of Influencers on Online Platforms on Creating Own Branding of Online Audiences	Peeranthon Saensook
	16		A Study of Personnel Participation in Educational Quality Assurance of The College of Innovation and Management, Suan Sunandha Rajabhat University	Rujjaret Pinthuwat
	17		Factors Affecting The Efficiency of Academic Services to Society in Higher Education Institutions in Thailand	Wisuthtinath Wipakkitanan

Activities	No.	ID	Title	Presenter
	18		Factors Influencing the Decision to Use The Services of Suan Sunandha Palace Hotel, Suan Sunandha Rajabhat University	Mananchaya Buakao
	19		The Influence of Sport Event Quality on Sport Tourist Loyalty: A Case Study in Buriram Province, Thailand	Montipa Vilasthip
	20		Strategic Development of Ranong's Identity and Community Health Products As Wellness Soft Power for High-Potential Markets	Pannawat Chuvichian
	21		Human Capital Management to Enhance Competitive Skill of University Esports Athletes	Chaichana Wongjunya
	22		Innovative Esports Competitions for The International Promotion of Thai Sports Potential: A Case Study of The University Esports Championship	Atidtaya Bousri
	23		Marathon Running Behavior and Intrinsic Motivation Among Generation Z	Suporntip Pupanead
	24		The Influence of Social Media Use Intensity and Fan Engagement on Perceived Sustainable Economic Value Creation Among Thai Sports Fans	Boonyada Pahasing
	25		The Influence of Influencers on The Purchase Decisions of New Generation Consumers in The Digital Economy Era	Narumon ChomChom
	26		Enhancing Creative Value Through Digital Marketing Strategies: Applying Content Marketing for The Sustainability of Handmade Tonkla Achiap Community Enterprise in Pho Chon Kai, Bang Rachan, Sing Buri Province	Sathapath Kilaso

Activities	No.	ID	Title	Presenter
	27		Development of an Operational Manual for Monitoring and Evaluating Plan Implementation, Office of Academic Resources and Information Technology, Suan Sunandha Rajabhat University, Fiscal Year 2025	Chanida Chirapruk
	28		Innovative Marketing and Product Development for Enhancing Community Enterprise Competitiveness	Panyada Chantakit
	29		Sustainable Water Management by Local Government Organizations: A Case Study of Koh Larn, Chonburi Province	Nimit Ponyiam
	30		Digitalizing Academic Governance for Sustainability: A Conceptual Framework for Paperless Systems and Green Environmental Outcomes	Muhammad Shahid Khan
	31		Executive Negotiations: A Comparative Case Analysis of Speech Act Rhetoric and Contractual Risk	Tahir Khan



Opening Ceremony Schedule

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And Online Via Zoom Application Meeting ID : [922 1050 2948](#) Zoom Room: 2

Activities	No.	ID	Title	Presenter
International present (42 articles) Chairman <i>Asst. Prof. Dr. Muhammad Shahid Khan</i> <u>Zoom Login</u> <u>Room 2*</u> ID: 922 1050 2948 09.00 a.m. - 06.00 p.m. (Japan Time)	1		Co-Creating Local Experience Value: Marketing Strategies for Cultural Tourism Products	Patsara Sirikamonsin
	2		Factors Influencing People's Decisions to Use Exercise and Fitness Center Services in Mueang District, Sisaket Province	Theerawat Pongwiset
	3		Antecedents Influencing Online Purchase Behavior of Consumers in Thailand's Andaman Provinces	Jongdee Limchuchua
	4		Key Factors Behind Gamers' Urge to Top Up Online Games in Bangkok and Vicinity	Thanarach Wongrinyong
	5		A Literature Review for Developing A Conceptual Framework to Study Factors Influencing The Intention to Purchase Green Products Online in Thailand	Suwita Prugsarporn
	6		The Marketing Mix Factors Influencing The Decision to Watch Boxing Matches Via Online Platforms	Atitaya Jindawong
	7		Factors Affecting Technology Usage Behavior Of Royal Thai Police Officers	Yosavich Daolomchan
	8		From Marine Bio-Trauma to Wearable Meaning	Xiaoyu Ma
	9		Visaual Poster Design About Marine Microplastic Pollution	Siyu Zhou
	10		Educational Management Perspective on Professional Development Training	Zhihui Tu

Activities	No.	ID	Title	Presenter
			for Young Teachers in Rural Junior High Schools	
	11		A Study on The Short Video Communication Paths and Strategies of Mianyang Paper-Cutting	Huan Wang
	12		The Impact of Employee Income, Promotion Mechanism, and Corporate Culture on Employee Loyalty in Smes of Chengdu, China	Haoyang Wang
	13		Development and Evaluation of a Virtual Simulation Education Project for Self-Management Support for Nursing Students Caring for Patients with Type 2 Diabetes Mellitus	Wenting Fang
	14		Educational Management of Students' Mental Health in Guangdong Country Garden Polytechnic	Na Huang
	15		The Role and Function of Teachers in Improving the Quality of Higher Education in Guangdong Engineering Polytechnic	Huiyan Luo
	16		The Impact of Digital Capability and Ai Acceptance on Employee Creativity in Digital Workplaces	Sirun Chen
	17		Strategies for Promoting Urban-Rural Educational Equity in The Intelligent Transformation of Primary Education in Qinzhou, Guangxi	Qianyun Chen
	18		Translation Experiment of Traditional Ink-Wash Techniques in Fantasy Illustrations: Connecting Thai Mythology with Contemporary Visual Narratives	Tian Pei
	19		Educational Management Strategies for The Cultivation of Vocational Teachers'	Ning Wang

Activities	No.	ID	Title	Presenter
			Competence in Shandong College of Traditional Chinese Medicine	
	20		Optimizing Dance Educational Management in Yunnan Kunming Art Vocational College	Huaidan Fan
	21		Guidelines for Developing Ai Competency of Teachers in Xishan High School of Kunming No.1 High School	Zhuoxun Li
	22		Enhancement of Teachers' Digital Literacy in The Transformation of Educational Management of Mingde Senior High School in Kaili City	Wenyue Deng
	23		The Guideline for Developing Personnel Administration Strategies for School Administrators of Theguandu Experimental School Affiliated to Shanghai Normal University	Wenrui Li
	24		Artificial Intellingence Management and Its Application of Dali University In Yunnan Province	Xinyuan Dong
	25		Countermeasures of Industry-Education Integration in Secondary Vocational Colleges in The New Era — A Case Study of Harbin Light Industry School in China	Zonglei Li
	26		Mechanistic Advances in Gynostemma Pentaphyllum Regulation of The Pink1/Parkin Pathway to Reverse Cisplatin Resistance in Non-Small Cell Lung Cancer	Jianfeng Meng
	27		Research on the Development and Enhancement of the Internal Teaching Quality Assurance Mechanism in Higher Education Institutions: A Case Study of Wenshan University, Yunnan Province	Jinyi Liu

Activities	No.	ID	Title	Presenter
	28		Development of Dance Education Management for Kindergarten Teacher in Wenshan University	Fangxin Li
	29		Current situation and development strategies of teacher management and teacher team building in Borderland Universities - A case study of Yunnan Wenshan University	Youqian Zhang
	30		The Innovation of Educational Management from an International Perspective in Anhui	Yan Li
	31		The Formation and Dilemmas of Professional Identity among Non-tenured Teachers and Their Impact on Team Collaboration: Primary and Secondary School Teachers in Wuhua District, Kunming, China	Yanwen Wang
	32		Transforming Challenges into Opportunities: A Case Study of Educational Technology Integration at Yangzhou University	Fangfang Zhang
	33		Educational Management Factors and Occupational Burnout among Administrative Personnel in Chinese Higher Education Institutions	Qian Yang
	34		Guideline for Developing Educational Resources Management of Chengdong Experimental Primary School	Yuying Lin
	35		Innovative Research on Internationalization in Educational Management at Frontier Local Universities in the New Era: A Case Study of Wenshan University	Zhenqiong Xu
	36		The Role of Yunnan Sports Vocational and Technical College in Promoting	Shuai Fu

Activities	No.	ID	Title	Presenter
			Regional Cooperation Under The Belt and Road Initiative	
	37		Teacher Retention Management in Border Areas of Wenshan College	Yuna Zhang
	38		An effective study on the development path of minority football in western Yunnan	Guo Lianchang
	39		Animal Imagery as Semiotic Tool for Environmental Communication in Fashion Photography	Yun Wen
	40		A Study on Narrative Structure and Multi-Sensory Rhythmic Immersive Wedding Space Design: Taking “Weaving Realm” as an Example	Qinyao Chen
	41		Factors that influence the Decision to Attend Ratchaburi FC	Atittiya Pimpa
	42		Nutrition for esports athletes	Wannapa Somprosong
	43		Development of esports-related tourism routes	Pornnapus Saowakon
	44		A literature review for developing a conceptual framework to study the structural relationships among antecedent factors influencing the organizational performance of the seafood industry in the country	Yenjit Kongpan
	45		The Role of Digital Agility and Human–AI Collaboration in Enhancing Employee Creativity in Digital Organizations	Sirun Chen