

TABLE OF CONTENTS

Title	Page
GUIDELINES FOR DEVELOPING THE SERVICE MARKETING MIX OF TALAY BUA DAENG TOUR BOAT GROUP IN UDON THANI PROVINCE <i>Duangsamorn Rungsawanpho</i>	29
ASSESSING NEEDS IN HYBRID INSTRUCTION..... <i>Anchana Sooksomchitra</i>	34
PRODUCT DEVELOPMENT OF PINEAPPLE PAPER FROM PINEAPPLE (ANANAS COMOSUS) WASTE MATERIALS FOR SUSTAINABILITY OF PINEAPPLE FARMER COMMUNITY ... <i>Ploysai Ohama, Saowanee Kumpun, Rinrada Pattanayaiying, Jitlada Chumee</i>	39
THE DEVELOPMENT OF DIGITAL MARKETING PROMOTION STRATEGIES FOR CREATING COMPETITIVE ADVANTAGES OF BAN PRADU AGRICULTURAL COMMUNITY ENTERPRISE, NAN PROVINCE <i>Nattarikarn Kaewkorathr</i>	46
PURCHASE DECISION ON CONSUMER GOODS IN THE SERVICE VALUE OF THIRD-PARTY LOGISTICS SERVICE PROVIDER <i>Thanasuwit Tabhiranrak</i>	54
MARKETING AFFECTING THE PERFORMANCE OF FOOD INDUSTRY IN THAILAND <i>Sukhonth Khruanamkham</i>	58
SATISFACTION WITH THE SERVICE OF THE OFFICIALS OF HIDA IN THE GRADUATE SCHOOL AT SUAN SUNANDHA RAJABHAT UNIVERSITY <i>Chidapha Sommaneewong, Thaniya Pongsiri</i>	62
STUDENT SATISFACTION WITH THE SERVICES OF DEVELOPMENT ADMINISTRATION PROGRAM, SUAN SUNANDHA RAJABHAT UNIVERSITY..... <i>Kittitach Ekkun, Praiporn Saengchan</i>	70
THE USE OF ACADEMIC SERVICE KNOWLEDGE TO ENHANCE SKILLS AND INCREASE INCOME FOR THE COMMUNITY, GRADUATE SCHOOL, SUAN SUNANDHA RAJABHAT UNIVERSITY..... <i>Wimonpak Seuaudomnan, Pramsuk Huanprapai</i>	80
GUIDELINES FOR DEVELOPING ELECTRONIC JOURNAL SERVICES FOR GRADUATE STUDIES JOURNALS AT SUAN SUNANDHA RAJABHAT UNIVERSITY..... <i>Rungpetch Wongcharoenporn, Sukhonth Khruanamkham</i>	87
FACTORS AFFECTING THE SUCCESS IN DOING A THESIS OF STUDENTS IN THE MASTER'S DEGREE IN BUSINESS ADMINISTRATION PROGRAM, SUAN SUNANDHA RAJABHAT UNIVERSITY, THAILAND..... <i>Waraporn Chantamart, Muthita Thaweekarntha, Wimonpak Seuaudomnan</i>	94
UNDERSTANDING AND KNOWLEDGE OF THE STAFF MEMBERS OF THE GRADUATE SCHOOL OF SUAN SUNANDHA RAJABHAT UNIVERSITY ON THE DEVELOPMENT AND SUBMISSION OF THE CURRICULUM REPORTS..... <i>Warapong Thakanun, Pordee Sokpun</i>	101
FACTORS AFFECTING THE DISBURSEMENT EFFICIENCY OF GRADUATE SCHOOLS SUAN SUNANDHA RAJABHAT UNIVERSITY..... <i>Chutima Mingkhwansakul, Duangsamorn Rungsawanpho</i>	106
SATISFACTION WITH SERVICES FOR CHECKING COMPLETENESS OF THESIS/INDEPENDENT STUDY PRINTING PROVIDED BY THE GRADUATE SCHOOL OF SUAN SUNANDHA RAJABHAT UNIVERSITY <i>Supaporn Sarat, Pramsuk Huanprapai</i>	111
UTILIZING TURNITIN PROGRAM TO INVESTIGATE RESEARCH PIRACY <i>Kanjana Kamtan, Sudawan Somjai, Preecha Wararatchai</i>	117
FACTORS AFFECTING THE GRADUATION OF GRADUATE STUDENTS, SUAN SUNANDHA RAJABHAT UNIVERSITY..... <i>Suwannee Punsiri, Preecha Wararatchai</i>	122

Title	Page
USING SOCIAL MEDIA TO PUBLICIZE THE DOCTOR OF PHILOSOPHY PROGRAM IN PHILOSOPHY AND ETHICS AT THE GRADUATE SCHOOL OF SUAN SUNANDHA RAJABHAT UNIVERSITY <i>Phenphak Sawang, Metha Harimtepathip</i>	127
A SURVEY OF STUDENT SATISFACTION WITH GRADUATE STUDIES PROGRAMS AT SUAN SUNANDHA RAJABHAT UNIVERSITY, ACADEMIC YEAR 2021 <i>Kamonwan Suktussanee, Bundit Phrapratanporn</i>	133
SATISFACTION OF GRADUATE STUDENTS ON GRADUATE SCHOOL FORMS ONLINE..... <i>Tawatpupisit Pattaradapa, Worawit Chindapol, Pramsuk Huanprapai</i>	139
DEVELOPMENT OF THE TEACHING SCHEDULING PROCESS FACULTY OF EDUCATION SUAN SUNANDHA RAJABHAT UNIVERSITY..... <i>Kanjana Baosri, Anchana Sooksomchitra</i>	147
THE INFLUENCE OF SOCIAL MEDIA ON THE DECISION TO PURSUE GRADUATE STUDIES IN EDUCATIONAL ADMINISTRATION, GRADUATE SCHOOL, SUAN SUNANDHA RAJABHAT UNIVERSITY..... <i>Kanthanut Sinsomboon , Thada Siththada</i>	154
THE QUALITY OF STUDENT SATISFACTION TOWARDS THE DOCTOR OF PHILOSOPHY PROGRAM DEVELOPMENT MANAGEMENT SUAN SUNANDHA RAJABHAT UNIVERSITY..... <i>Yanipas Nookong, Tawee Jamjumrus</i>	160
FOLLOW-UP PATTERN FOR LINGUISTICS STUDENTS, GRADUATE SCHOOL, SUAN SUNANDHA RAJABHAT UNIVERSITY..... <i>Kritsada Kamonsarn, Kirk Roger Person</i>	166
THE DEVELOPMENT OF ORGANIZING ONLINE CONFERENCE PROCESS OF THE GRADUATE SCHOOL, SUAN SUNANDHA RAJABHAT UNIVERSITY..... <i>Kedsara Bualek, Sirikorn Amalitwarin</i>	173
SATISFACTION WITH SUPPLY SERVICES AMONG ACADEMIC STAFF IN GRADUATE SCHOOL, SUAN SUNANDHA RAJABHAT UNIVERSITY..... <i>Ponkrit Chidchob, Pordee Sukpun</i>	179
STUDYING THE EFFECTIVENESS OF TREATING OSTEOARTHRITIS USING THAI TRADITIONAL MEDICINE IN THE CLINIC APPLIED THAI TRADITIONAL MEDICINE, SUAN SUNANDHARAJABHAT UNIVERSITY <i>Janjira phetkhaothong, Sanjai Sangvichien</i>	184
STUDENT SATISFACTION WITH EDUCATIONAL INSTITUTION ADMINISTRATOR LICENSING SERVICES..... <i>Anithita Yomasarn, Thada Siththada</i>	189
THE EFFECTIVENESS AND SATISFACTION OF THAI TRADITIONAL MEDICINE SERVICES AT THE THAI TRADITIONAL MEDICINE CLINIC, WANG SUAN SUNANDHA HOTEL, SUAN SUNANDHA RAJABHAT UNIVERSITY..... <i>Yupha Haploy, Thanya Promsorn</i>	194
THE DEVELOPMENT PRACTICE OF ORGANIZATION LOYALTY IN THE GRADUATE SCHOOL AT SUAN SUNANDHA RAJABHAT UNIVERSITY..... <i>Nichakarn Phetpankan, Nattarikarn Kaewkorathr</i>	199
THE EFFECT YA-HOM NAVAGOTH (THAI TRADITIONAL MEDICINE) TO INSOMNIA SYMPTOMS <i>Sirinapha Thaimai, Sanjai Sangvichien</i>	207
FACTORS AFFECTING GRADUATION OF MASTER'S DEGREE STUDENTS IN MASTER OF BUSINESS ADMINISTRATION PROGRAM, GRADUATE STUDIES, SUAN SUNANDHA RAJABHAT UNIVERSITY..... <i>Kulratsorn Mankhatitham, Pordee sukpun, Winai Mankhatitham, Rungpetch Wongcharoenporn</i>	217

Title	Page
GUIDELINES FOR IMPROVING QUALITY OF STUDENT SERVICES IN EDUCATIONAL ADMINISTRATION PROGRAM, GRADUATE SCHOOL, SUAN SUNANDHA RAJABHAT UNIVERSITY, BANGKOK, THAILAND..... <i>Somruedee Saengsureekunkit, Thada Siththada</i>	224
ANALYSIS OF THE MECHANISM OF STRATEGIC HUMAN RESOURCE MANAGEMENT IN SMALL AND MEDIUM SIZED ENTERPRISES ON ORGANIZATIONAL INNOVATION.... <i>Tingting Zhou, Pramsuk Huanprapa</i>	229
THE IMPACT OF AGING RATE ON CHINA'S ECONOMIC GROWTH..... <i>Renyuyang Chen, Preecha Wararatcha</i>	235
RESEARCH ON THE CONSUMPTION CONCEPT OF YOUNG PEOPLE BEHIND THE RISE OF DOMESTIC BRANDS IN CHINA..... <i>Guo Lin, Preecha Wararatcha</i>	240
RESEARCH ON THE IMPACT OF SOCIAL MEDIA INFLUENCE ON CONSUMER PURCHASE BEHAVIOR <i>Shuhan Li, Preecha Wararatcha</i>	249
RESEARCH ON TRAINING OPTIMIZATION OF WL COMPANY WITH STAFF DEVELOPMENT AS THE ORIENTATION..... <i>Wang Junxian, Preecha Wararatcha</i>	254
STRATEGIC ANALYSIS OF ANTA'S MARKET PENETRATION AND EVOLUTION IN CHINA <i>Chengze Liu, Supitr Samahito</i>	258
RESEARCH ON MARKETING STRATEGY OF MOBILE BANKING IN CHONGQING BRANCH OF AGRICULTURAL BANK OF CHINA..... <i>Wenke Li, Pramsuk Huanprapai</i>	265
TECHNOLOGY PERSONNEL COMPENSATION SATISFACTION BASED ON DECISION TREE EMPIRICAL RESEARCH ON INFLUENCING FACTORS—TAKING NANTONG CITY, JIANGSU PROVINCE AS AN EXAMPLE <i>Zhenhao Liu, Preecha Wararatchai</i>	272
EXPLORING THE ROLE OF PSYCHOLOGICAL EMPOWERMENT: A STUDY ON WORK STRESS, PAY SATISFACTION, AND ORGANIZATIONAL COMMITMENT AMONG ACADEMIC STAFF IN CHINA..... <i>Zhenhao Liu, Preecha Wararatchai</i>	280
ANALYSIS OF THE CURRENT SITUATION AND CONSUMER DEMAND OF SKIN CARE PRODUCTS INDUSTRY IN CHINA..... <i>Liu Donghao</i>	286
AN INVESTIGATION ON THE CORRELATION BETWEEN CONSUMER PERCEPTIONS OF A BRAND AND THEIR SATISFACTION WITH SKIN CARE PRODUCTS..... <i>Liu Donghao</i>	292
RESEARCH ON INNOVATIVE MANAGEMENT OF BRAND MARKETING STRATEGIES UNDER NEW MEDIA..... <i>Ran Qu, Pordee Sukpun</i>	295
RESEARCH ON THE CURRENT SITUATION AND TRAINING OF SAXOPHONE MANAGEMENT EDUCATION IN COLLEGES AND UNIVERSITIES IN HEBEI PROVINCE, CHINA..... <i>Sun Ming Xiang</i>	300
INNOVATIVE MANAGEMENT OF SMALL AND MEDIUM-SIZED ENTERPRISES ON CHINESE CROSS-BORDER E-COMMERCE PLATFORMS..... <i>Yuanyuan Cui, Sittichai Thammasane</i>	309
RESEARCH AND ANALYSIS ON THE DEVELOPMENT PROSPECT OF ONLINE EDUCATION <i>Wenxi Zhao, Sittichai Thammasane</i>	316
BUSINESS MODEL ANALYSIS OF ONLINE EDUCATION COMPANY BASED ON LIVE BROADCAST AND SHORT VIDEO..... <i>Wenxi Zhao, Sittichai Thammasane</i>	321

Title	Page
SOLUTION PATH OF EMERGENCY MANAGEMENT SYSTEM CONSTRUCTION IN KUNMING HEALTH VOCATIONAL COLLEGE..... <i>Ruiting Xu, Nuntiya Noichun</i>	326
STUDY ON THE INFLUENCING FACTORS OF LIVE BROADCAST OF HAINAN CHARACTERISTIC AGRICULTURAL PRODUCTS ON CONSUMERS' PURCHASE INTENTION - TAKING TIKTOK MALL AS AN EXAMPLE..... <i>Shaowan Lin, Duangsamorn Rungsawanpho</i>	333
FACTORS AFFECTING THE WILLINGNESS OF COMMUNITIES IN GUANGZHOU TO USE SHARING ECONOMY PLATFORMS..... <i>Hu Wei, Duangsamorn Rungsawanpho</i>	337
A STUDY ON THE ADAPTATION OF YOUNG PEOPLE TO THE GUANGZHOU COMMUNITY SHARING ECONOMY PLATFORM..... <i>Hu Wei, Duangsamorn Rungsawanpho</i>	343
HUMAN RESOURCE MANAGEMENT FACTORS OF CROSS-BORDER E-COMMERCE PLATFORMS FOR SMALL AND MEDIUM-SIZED ENTERPRISES..... <i>Panpan Li, Pordee Sukpun</i>	349
THE INFLUENCING FACTORS OF ONLINE ANCHORS ON CHINESE CONSUMERS' SUSTAINED PURCHASING INTENTION IN THE CONTEXT OF ONLINE LIVE STREAMING..... <i>Xueying Cai, Pordee Sukpun</i>	354
A STUDY ON HOSTS GUIDING CONSUMERS TO CONTINUE PURCHASING INTENTION IN THE CONTEXT OF ONLINE LIVE STREAMING..... <i>Xueying Cai, Pordee Sukpun</i>	360
THE MEDIATING EFFECT MODEL OF PERCEIVED TRUST BETWEEN E-COMMERCE ANCHOR CHARACTERISTICS AND CONSUMER BUYING BEHAVIOR..... <i>Hui Li, Niyom Suwandej</i>	365
CUSTOMER CHURN FACTORS OF M AGRICULTURAL BANK IN THE DIGITAL ECONOMY ENVIRONMENT..... <i>Xizhen Liu, Preecha Wararatchai</i>	376
RESEARCH ON THE DIRECTION OF EDUCATION AND TEACHING DEVELOPMENT IN HIGHER VOCATIONAL COLLEGES IN THE NEW ERA (GUIZHOU ELECTRONIC SCIENCE AND TECHNOLOGY VOCATIONAL COLLEGE)..... <i>Fu Hua, Ganratchakan Lertamornsak</i>	381
ANALYSIS AND RESEARCH ON THE CURRENT SITUATION OF INCENTIVE MECHANISMS FOR TEACHERS IN VOCATIONAL COLLEGES - TAKING GUANGDONG VOCATIONAL AND TECHNICAL COLLEGE AS AN EXAMPLE..... <i>Weiyang Meng, Thada Siththada</i>	393
MOTIVATION SKILLS OF EDUCATIONAL ADMINISTRATORS IN GUANGDONG VOCATIONAL AND TECHNICAL COLLEGESUNIVERSITY..... <i>Weiyang Meng, Thada Siththada</i>	400
MANAGEMENT OF QUALITY EDUCATION FOR VOCATIONAL COLLEGE STUDENTS UNDER THE BACKGROUND OF BIG DATA: A CASE STUDY OF CHONGQING URBAN COLLEGE <i>Xu Cai, Suttipong Boonphadung</i>	405
THE BASIC PRINCIPLES AND SPECIFIC SYSTEMS OF CHINA'S EDUCATION ADMINISTRATIVE MANAGEMENT SYSTEM..... <i>Biao Lyu, Ganratchakan Lertamornsak</i>	411
CURRENT SITUATION OF EDUCATION MANAGEMENT IN CHONGQING HIGHER VOCATIONAL SCHOOLS UNDER THE INTEGRATION OF SCHOOL AND ENTERPRISE PROBLEM AND COUNTERMEASURE RESEARCH..... <i>Anmin Deng, Suttipong Boonphadung</i>	419

Title	Page
RESEARCH ON THE INFORMATIONIZATION OF VOCATIONAL SCHOOL EDUCATION MANAGEMENT—TAKING CHONGQING CITY VOCATIONAL COLLEGE AS AN EXAMPLE..... <i>Di Zhou, Suttipong Boonphadung</i>	426
INFLUENCE CONSUMER SHOPPING WILLINGNESS THROUGH INTERACTIVE LIVE STREAMING OF HAINAN'S CHARACTERISTIC AGRICULTURAL PRODUCTS..... <i>Shaowan Lin, Duangsamorn Rungsawanpho</i>	436
RESEARCH ON THE INFLUENCE OF DIGITAL ECONOMY ON ENTERPRISE HUMAN RESOURCE MANAGEMENT <i>Xizhen Liu, Preecha Wararatchai</i>	440
SUGGESTIONS FOR IMPROVING THE SERVICE QUALITY OF LS CONVENIENCE STORES <i>Yingzhuo Bai, Preecha Wararatchai</i>	447
STUDY ON FACTORS INFLUENCING DIGITAL MUSIC CONSUMPTION BEHAVIOR OF COLLEGE STUDENTS <i>Zengwang Li, Ganratchakan Lertamornsak</i>	453
A STUDY ON THE PURCHASING BEHAVIOR OF ADOLESCENTS THROUGH SOCIAL MEDIA <i>Shuhan Li, Preecha Wararatcha</i>	462
THE INFLUENCE OF COLLEGE STUDENTS' CONSUMPTION BEHAVIOR ON BUSINESS OPERATION <i>Yaxiao Li, Preecha Wararatchai</i>	467
OBSERVATION OF COLLEGE STUDENTS' CONSUMER BEHAVIOR <i>Yaxiao Li, Preecha Wararatchai</i>	474
FACTORS AFFECTING CONSUMER SATISFACTION WITH JIANGXI JD LOGISTICS SERVICE DELIVERY <i>Zuojiafeng Wu, Pordee Sukpun</i>	477
RESEARCH ON THE SHIFT IN YOUTH CONSUMPTION LANDSCAPE BEHIND THE RISE OF CHINESE LOCAL BRANDS <i>Guo Lin, Preecha Wararatcha</i>	482
RESEARCH ON THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON EMPLOYEE BEHAVIOR <i>Li Na, Preecha Wararatchai</i>	491
AN ANALYSIS OF THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON EMPLOYEE SATISFACTION—TAKING XT COMPANY AS AN EXAMPLE..... <i>Li Na, Preecha Wararatchai</i>	499
RESEARCH AND UPGRADING OF STUDENT AFFAIRS MANAGEMENT IN THE NEW ERA—TAKE CHONGQING VOCATIONAL COLLEGE OF FINANCE AND ECONOMICS AS AN EXAMPLE..... <i>Cheng Chen, Suttipong Boonphadung</i>	507
THE IMPACT OF COMMUNITY-BASED ELDERLY CARE SERVICES ON THE LIFE SATISFACTION OF EMPTY NESTERS <i>Wang Ming</i>	516
A STUDY ON THE RELATIONSHIP BETWEEN COMMUNITY ELDERLY CARE SERVICES AND EMPTY NEST ELDERLY IN ZHENGZHOU <i>Wang Ming</i>	524
EFFECT OF NETWORK EMBEDDEDNESS ON SERVICE INNOVATION PERFORMANCE OF HOSPITALITY INDUSTRY IN CHINA: MEDIATING ROLE OF ENTREPRENEURIAL ORIENTATION <i>Yuelan Dong, Suramon Chanchaoen</i>	532
UNVEILING THE INFLUENCE OF BRAND MARKETING STRATEGIES ON CONSUMER BEHAVIOR: A CASE STUDY OF B REAL ESTATE IN CHENGDU <i>Tianyang Che, Duangsamorn Rungsawanpho, Nattarikarn Kaewkorathr</i>	544
BYD COMPANY DEVELOPMENT STRATEGY RESEARCH	553

Title	Page
<i>Yuqi Zhong , Preecha Wara</i>	
STRATEGIC MANAGEMENT FOR ENHANCING CORE COMPETITIVENESS-A CASE STUDY OF BYD COMPANY IN THE NEW ENERGY VEHICLE INDUSTRY <i>Yuqi Zhong , Preecha Wara</i>	562
APPLICATION OF KNOWLEDGE MANAGEMENT IN THE MANAGEMENT OF INSTRUCTIONAL SERVICES <i>Zhengwei Wu , Nuntiya Noichun</i>	575
CORE COMPETITIVENESS IN EDUCATIONAL ADMINISTRATION OF THE SCHOOL OF JOURNALISM AND COMMUNICATION AT NANCHANG UNIVERSITY <i>Hongping Peng , Ganratchakan Lertamornsak</i>	590
THE CORE COMPETITIVENESS AND IMPROVEMENT PATH OF MEDIA INDUSTRY CHARACTERISTIC COLLEGES AND UNIVERSITIES <i>Hongping Peng , Ganratchakan Lertamornsak</i>	599
DIGITAL TRANSFORMATION FROM GOVERNMENT ORGANIZATION AND ENTERPRISE ORGANIZATION <i>Yi Wang , Duangsamorn Rungsawanpho , Nattarikarn Kaewkorathr</i>	606
DEVELOPMENT OF THE AESTHETIC EDUCATION SYSTEM IN JIANGXI NORMAL UNIVERSITY <i>Fengjun Li , Thada Siththada</i>	617
DEVELOPMENT OF QUALITY PHYSICAL EDUCATION ACADEMIC ADMINISTRATION IN SANMENXIA POLYTECHNIC IN HENAN PROVINCE <i>Pengcheng He , Thada Siththada</i>	625
THE PERFORMANCE ASSESSMENT FOR STUDENT AFFAIRS MANAGEMENT UNDER UNIVERSITY STUDENT UNIONS IN CHINA <i>Zhiyong Cao , Thada Siththada</i>	637
THE IMPACT OF FAMILY DOCTOR CONTRACTED SERVICE ON RESIDENTS' HEALTH LITERACY AND COUNTERMEASURES..... <i>Hua Yu , Thanawat Imsomboon , Siriluck Jittrabiab</i>	650
RESEARCH ON THE IMPACT OF DIGITAL TECHNOLOGY INNOVATION ON THE PRODUCTIVITY OF SMALL AND MEDIUM ENTERPRISES <i>Maolin Chen , Pramsuk Huanprapai</i>	660
ANALYSIS OF THE CHALLENGES AND COUNTERMEASURES OF MIDDLE SCHOOL EDUCATION MANAGEMENT UNDER THE PERSPECTIVE OF "INTERNET +"——TAKE GUIZHOU ZHENNING MIDDLE SCHOOL FOR NATIONALITIES AS AN EXAMPLE <i>Jing Zhang , Nuntiya Noichun</i>	670
RESEARCH ON EDUCATIONAL MANAGEMENT OF SUBSIDY POLICIES FOR CHONGQING VOCATIONAL INSTITUTE OF ENGINEERING <i>Yu Jiang , Nuntiya Noichun</i>	678
PINDUODUO'S INNOVATIVE VALUE CREATION THROUGH BUSINESS MODEL EVOLUTION <i>Hua Lizhen , Pordee Sukpun , Muthita Thaweekarnthai</i>	687
PINDUODUO'S STRATEGIC INNOVATIONS IN E-COMMERCE <i>Hua Lizhen , Pordee Sukpun , Muthita Thaweekarnthai</i>	692
THE BEST PRACTICE OF EDUCATIONAL ADMINISTRATION FOR FACULTY OF CIVIL ENGINEERING IN NANJING TECH UNIVERSITY PUJING INSTITUTE <i>Ao Mo , Ganratchakan Lertamornsak</i>	697
THE DEVELOPMENT AND MANAGEMENT DIFFERENCES OF PHYSICAL EDUCATION IN HIGHER EDUCATION MANAGEMENT <i>Shasha Qi , Sittichai Thammasane</i>	706
RESEARCH ON INTERNATIONAL TAX COMPETITION AND COORDINATION UNDER THE BACKGROUND OF DIGITAL ECONOMY <i>Qifeng Zhou , Sittichai Thammasane</i>	717

Title	Page
THE CURRENT SITUATION SUSTAINABLE MANAGEMENT OF FITNESS CLUBS IN SHANXI PROVINCE, CHINA..... <i>Yulong Nie , Bunjob Piromkam , Nuttavut Phonsri</i>	729
CROSS-CULTURAL COMMUNICATION OF FOREIGN FILMS IN CHINA: A CASE STUDY OF MARVEL FILM CAPTAIN AMERICAN <i>Yubo Song , Somsak Klaysung</i>	737
RESEARCH ON THE DEVELOPMENT OF CHINA'S NEW ENERGY VEHICLE MARKET <i>Bin Guo , Duangsamon Rungsawanpho</i>	748
SERVICE MARKETING MIX (7PS) THAT INFLUENCES CHINESE PEOPLE'S DECISION TO PURCHASE NEW ENERGY VEHICLES <i>Bin Guo , Duangsamon Rungsawanpho</i>	755
EDUCATIONAL MANAGEMENT TO SUPPORT STUDENTS' MENTAL HEALTH PROBLEMS IN SANMENXIA POLYTECHNIC OF HENAN PROVINCE <i>Zhijie Zhang , Thada Siththada</i>	762
THE SERVICE MARKETING FACTORS INFLUENCING THE PURCHASE DECISION OF RESIDENTIAL ELDERLY CARE REAL ESTATE PROJECTS FOR CONSUMERS IN JINAN CITY UNDER THE DIGITAL ECONOMY SYSTEM..... <i>Jun Zeng , Pordee Sukpun</i>	768
INFLUENCING FACTORS OF CROSS BORDER E-COMMERCE DEVELOPMENT OF TOURISM MARKETING IN THAILAND UNDER THE DIGITAL ECONOMY SYSTEM <i>Jun Zeng , Pordee Sukpun</i>	773
THE INFLUENCING FACTORS OF INDUSTRY-EDUCATION INTEGRATION IN PHYSICAL EDUCATION MAJORS OF HENAN PROVINCE <i>Zhihui He , Parinya Kwanmuangvanich</i>	782
MENTAL HEALTH STATUS OF VOCATIONAL COLLEGE STUDENTS AND EDUCATIONAL MANAGEMENT COUNTERMEASURES <i>Jiang Fang , Ganratchakan Lertamornsak</i>	789
ROLE OF ARTIFICIAL INTELLIGENCE IN BUSINESS MANAGEMENT PRACTICES: A SYSTEMATIC REVIEW OF LITERATURE <i>Chen Dingding , Preecha Wararatchai</i>	796
ARTIFICIAL INTELLIGENCE-DRIVEN BUSINESS INNOVATIONS FOR ENHANCING SUPPLY CHAIN RESILIENCE AND PERFORMANCE <i>Chen Dingding , Preecha Wararatchai</i>	804
EDUCATION AND MANAGEMENT OF FASHION PERFORMANCE STUDENTS IN SICHUAN FILM AND TELEVISION COLLEGE <i>Lei Chen , Ganratchakan Lertamornsak</i>	811
FACTORS AFFECTING THE SERVICE ABILITY OF ZHEJIANG AUTO FINANCE COMPANY'S RETAIL BUSINESS <i>Yu Kai</i>	817
ENHANCING THE RETAIL BUSINESS SERVICE CAPABILITY OF AUTO FINANCE COMPANIES IN ZHEJIANG <i>Yu Kai</i>	827
THE IMPACT OF DIGITAL RESOURCE MANAGEMENT: A CASE STUDY OF HIGHER VOCATIONAL STAFF <i>Tao Han , Pordee Sukpun</i>	837
A STUDY ON THE FACTORS INFLUENCING CUSTOMER SATISFACTION IN E-COMMERCE EXPRESS LOGISTICS <i>Tao Han , Pordee Sukpun</i>	844
EDUCATIONAL MANAGEMENT IN CHINA'S MINORITY AREAS BASED ON THE MULTICULTURAL BACKGROUND <i>Gao Yidan , Nuntiya Noichun</i>	849

Title	Page
THE EMBODIMENT OF PEOPLE-ORIENTED LEADERSHIP IN EDUCATIONAL MANAGEMENT: A CASE STUDY OF CHONGQING UNIVERSITY <i>Jiayu Liu , Ganratchakan Lertamornsak</i>	855
TEACHERS' JOB SATISFACTION IN GUANGXI VOCATIONAL COLLEGE OF PERFORMING ARTS <i>Chao Sun , Thada Siththada</i>	860
ANALYSIS ON THE CURRENT RESEARCH STATUS OF CHINA’S FAMILY DOCTOR CONTRACT SERVICE <i>Hua Yu , Thanawat Imsomboon , Siriluck Jittrabiab</i>	871
ANALYSIS OF FACTORS INFLUENCING ENTREPRENEURSHIP EDUCATION IN VOCATIONAL COLLEGES <i>Yuan Yujie , Supattra Pranee</i>	879
STUDY ON SAFETY MANAGEMENT OF EXPERIMENT AND TRAINING ROOM OF CHONGQING CITY VOCATIONAL COLLEGE <i>Yue Chen , Nuntiya Noichun</i>	892
DISTANCE EDUCATIONAL TEACHING IN UNIVERSITIES UNDER THE BACKGROUND OF BIG DATA <i>Sun Jiaqi</i>	905
THE APPLICATION OF CLOTHING COLOR ELEMENTS IN CLOTHING MARKETING..... <i>Chunping Liu</i>	917
A MODEL FOR ENHANCING THE EFFICIENCY OF ELDERLY BUSINESS OPERATION <i>Jinjutha Srihera , Nattapong Techarattanased</i>	923