

**"International Conference on Technology, Education, Management,
and Sustainability (ICTEMS) 2024"**

28 - 29 May 2024

Mường Thanh Grand Đà Nẵng Hotel, time 09.00 a.m. - 06.00 p.m. (in Vietnam)

ID : 876 375 6165 ROOM 1**

Activities	Number	Title	Presenter
International present (35 articles) Chairman <i>Asst. Prof. Dr. Muhammad Shahid Khan (SSRU, Thailand)</i> <u>Zoom Login Room 1*</u> ID: 876 375 6165 Password: ictems2024 09.00 a.m. - 06.00 p.m.	1	Guidelines for Developing the Service Marketing Mix of Talay Bua Daeng Tour Boat Group in Udon Thani Province	Duangsamorn Rungsawanpho
	2	Assessing Needs in Hybrid Instruction	Anchana Sooksomchitra
	3	Product Development of Pineapple Paper from Pineapple (Ananas comosus) Waste Materials for Sustainability of Pineapple Farmer Community	Ploysai Ohama
	4	The Development of Digital Marketing Promotion Strategies for Creating Competitive Advantages of Ban Pradu Agricultural Community Enterprise, Nan Province	Nattarikarn Kaewkorathr
	5	Purchase Decision on Consumer Goods in The Service Value of Third-Party Logistics Service Provider	Thanasuwit Tabhiranrak
	6	Marketing Affecting the Performance of Food Industry in Thailand	Sukhonth Khruanamkham
	7	Satisfaction with the service of the officials of HIDA in the Graduate School at Suan Sunandha Rajabhat University	Chidapha Sommaneewong
	8	Student Satisfaction with the Services of Development Administration Program, Suan Sunandha Rajabhat University	Kittitach Ekkun
	9	The Use of Academic Service Knowledge to Enhance Skills and Increase Income for The Community, Graduate School, Suan Sunandha Rajabhat University	Wimonpak Seuaudomnan
	10	Guidelines for Developing Electronic Journal Services for Graduate Studies Journals at Suan Sunandha Rajabhat University	Rungpetch Wongcharoenporn

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	11	Factors Affecting the Success in Doing a Thesis of Students in the Master's Degree in Business Administration Program, Suan Sunandha Rajabhat University, Thailand	Waraporn Chantamart
	12	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	Warapong Thakanun
	13	Factors affecting the disbursement efficiency of graduate schools Suan Sunandha Rajabhat University	Chutima Mingkhwansakul
	14	Satisfaction with Services for Checking Completeness of Thesis/Independent Study Printing Provided by the Graduate School of Suan Sunandha Rajabhat University	Supaporn Sarat
	15	Utilizing Turnitin Program to Investigate Research Piracy	Kanjana Kamtan
	16	Factors Affecting the Graduation of Graduate Students, Suan Sunandha Rajabhat University	Suwannee Punsiri
	17	Using Social Media to Publicize the Doctor of Philosophy Program in Philosophy and Ethics at the Graduate School of Suan Sunandha Rajabhat University	Phenphak Sawang
	18	A Survey of Student Satisfaction with Graduate Studies Programs at Suan Sunandha Rajabhat University, Academic year 2021	Kamonwan Suktussanee
	19	Satisfaction of Graduate Students on Graduate School Forms Online	Tawatpupisit Pattaradapa
	20	Development of The Teaching Scheduling Process Faculty of Education Suan Sunandha Rajabhat University	Kanjana Baosri
	21	The Influence of Social Media on the Decision to Pursue Graduate Studies in Educational Administration, Graduate School, Suan Sunandha Rajabhat University	Kanthanut Sinsomboon

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	22	The Quality of Student Satisfaction towards the Doctor of Philosophy Program Development Management Suan Sunandha Rajabhat University	Yanipas Nookong
	23	Follow-up Pattern for Linguistics Students, Graduate School, Suan Sunandha Rajabhat University	Kritsada Kamonsarn
	24	The Development of Organizing Online Conference process of the Graduate School, Suan Sunandha Rajabhat University	Kedsara Bualek
	25	Satisfaction with Supply Services among Academic Staff in Graduate School, Suan Sunandha Rajabhat University	Ponkrit Chidchob
	26	Studying The Effectiveness of Treating Osteoarthritis Using Thai Traditional Medicine in The Clinic Applied Thai Traditional Medicine, Suan Sunandharajabhat University	Janjira Phetkhaothong
	27	Student Satisfaction with Educational Institution Administrator Licensing Services	Anithita Yomasarn
	28	The Effectiveness and Satisfaction of Thai Traditional Medicine Services at the Thai Traditional Medicine Clinic, Wang Suan Sunandha Hotel, Suan Sunandha Rajabhat University	Yupha Haploy
	29	The Development Practice of Organization Loyalty in The Graduate School at Suan Sunandha Rajabhat University	Nichakarn Phetpankan
	30	The effect Ya-hom Navagoth (Thai Traditional Medicine) to insomnia symptoms	Sirinapha Thaimai
	31	Factors Affecting Graduation of Master's Degree Students in Master of Business Administration Program, Graduate Studies, Suan Sunandha Rajabhat University	Kulratsorn Mankhatitham
	32	Guidelines for Improving Quality of Student Services in Educational Administration Program, Graduate School, Suan Sunandha Rajabhat University, Bangkok, Thailand	Somruedee Saengsureekunkit

Activities	Number	Title	Presenter
	33	Analysis of the Mechanism of Strategic Human Resource Management in Small and Medium sized Enterprises on Organizational Innovation	Tingting Zhou
	34	The impact of aging rate on China's economic growth	Renyuyang Chen
	35	Research on the consumption concept of young people behind the rise of domestic brands in China	Guo Lin

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Activities	Number	Title	Presenter
International present (30 articles) Chairman <i>**Dr. Majid Khan</i> <i>(Messey University, New Zealand)</i> <u>Zoom Login Room 1*</u> ID: 316 459 8334 Password: 1234 09.00 a.m. - 06.00 p.m.	1	Research on the Impact of Social Media Influence on Consumer Purchase Behavior	Shuhan Li
	2	Research on training optimization of WL company with staff development as the orientation	Wang Junxian
	3	Strategic Analysis of Anta's Market Penetration and Evolution in China	Chengze Liu
	4	Research on marketing strategy of mobile banking in Chongqing Branch of Agricultural Bank of China	Wenke Li
	5	Technology Personnel Compensation Satisfaction Based on Decision Tree Empirical Research on Influencing Factors——Taking Nantong City, Jiangsu Province as An Example	Zhenhao Liu
	6	Exploring the Role of Psychological Empowerment: A Study on Work Stress, Pay Satisfaction, and Organizational Commitment among Academic Staff in China	Zhenhao Liu
	7	Analysis of the Current Situation and Consumer Demand of Skin Care Products Industry in China	Liu Donghao
	8	An Investigation on the Correlation Between Consumer Perceptions of a Brand and their Satisfaction with Skin Care Products	Liu Donghao
	9	Research on Innovative Management of Brand Marketing Strategies under New Media	Ran Qu
	10	Research on the Current Situation and Training of Saxophone Management Education in Colleges and Universities in Hebei Province, China	Sun Ming Xiang
	11	Innovative Management of Small and Medium-Sized Enterprises on Chinese Cross-Border E-Commerce Platforms	Yuanyuan Cui
	12	Research and analysis on the development prospect of online education	Wenxi Zhao

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	13	Business model analysis of online education company based on live broadcast and short video	Wenxi Zhao
	14	Solution Path of Emergency Management System Construction in Kunming Health Vocational College	Ruiting Xu
	15	Study on the Influencing Factors of Live Broadcast of Hainan Characteristic Agricultural Products on Consumers' Purchase Intention - Taking Tiktok Mall as An Example	Shaowan Lin
	16	Factors affecting the willingness of communities in Guangzhou to use sharing economy platforms	Hu Wei
	17	A Study on the Adaptation of Young People to the Guangzhou Community Sharing Economy Platform	Hu Wei
	18	Human resource management factors of cross-border e-commerce platforms for small and medium-sized enterprises	Panpan Li
	19	The influencing factors of online anchors on Chinese consumers' sustained purchasing intention in the context of online live streaming	Xueying Cai
	20	A Study on Hosts Guiding Consumers to Continue Purchasing Intention in the Context of Online Live Streaming	Xueying Cai
	21	The Mediating Effect Model of Perceived Trust between E-commerce Anchor Characteristics and Consumer Buying Behavior	Hui Li
	22	Customer churn factors of M Agricultural Bank in the digital economy environment	Xizhen Liu
	23	Research on the direction of education and teaching development in higher vocational colleges in the new era (Guizhou Electronic Science and Technology Vocational College)	Fu Hua
	24	Analysis and Research on The Current Situation of Incentive Mechanisms for Teachers in Vocational Colleges - Taking Guangdong Vocational and Technical College as An Example	Weiying Meng
	25	Motivation Skills of Educational Administrators In Guangdong Vocational And Technical Colleges	Weiying Meng

Activities	Number	Title	Presenter
	26	Management of Quality Education for Vocational College Students Under the Background of Big Data: A Case Study of Chongqing Urban College	Xu Cai
	27	The Basic Principles and Specific Systems of China's Education Administrative Management System	Biao Lyu
	28	Current Situation of Education management in Chongqing Higher Vocational Schools under the integration of school and enterprise Problem and countermeasure research	Anmin Deng
	29	Research on the Informationization of Vocational School Education Management——Taking ChongQing city vocational college as an Example	Di Zhou
	30	Influence consumer shopping willingness through interactive live streaming of Hainan's characteristic agricultural products	Shaowan Lin

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International present (30 articles) Chairman <i>Dr. Farrukh Iqbal</i> <i>(Department of Economic,</i> <i>Shenzhen MSU-BIT, China)</i> <u>Zoom Login Room 1*</u> ID: 316 459 8334 Password: 1234 09.00 a.m. - 06.00 p.m.	1	Research on the influence of digital economy on Enterprise Human resource Management	Xizhen Liu
	2	Suggestions for improving the service quality of LS convenience stores	Yingzhuo Bai
	3	Study on Factors Influencing Digital Music Consumption Behavior of College Students	Zengwang Li
	4	A study on the purchasing behavior of adolescents through social media	Shuhan Li
	5	The influence of college students' consumption behavior on business operation	Yaxiao Li
	6	Observation of College Students' Consumer Behavior	Yaxiao Li
	7	Factors affecting consumer satisfaction with Jiangxi JD logistics service delivery	Zuojiafeng Wu
	8	Research on the Shift in Youth Consumption Landscape behind the Rise of Chinese Local Brands	Guo Lin
	9	Research on the impact of corporate social responsibility on employee behavior	Li Na
	10	An Analysis of the Impact of Corporate Social Responsibility on Employee Satisfaction——Taking XT Company as an Example	Li Na
	11	Research and Upgrading of Student Affairs Management in The New Era——Take Chongqing Vocational College of Finance and Economics as an Example	Cheng Chen
	12	The impact of community-based elderly care services on the life satisfaction of empty nesters	Wang Ming
	13	A Study on the Relationship between Community Elderly Care Services and Empty Nest Elderly in Zhengzhou	Wang Ming

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	14	Effect of network embeddedness on service innovation performance of hospitality industry in China: mediating role of entrepreneurial orientation	Yuelan Dong
	15	Unveiling the Influence of Brand Marketing Strategies on Consumer Behavior: A Case Study of B Real Estate in Chengdu	Tianyang Che
	16	BYD COMPANY DEVELOPMENT STRATEGY RESEARCH	Yuqi Zhong
	17	Strategic Management for Enhancing Core Competitiveness-A Case Study of BYD Company in the New Energy Vehicle Industry	Yuqi Zhong
	18	Application of knowledge management in the management of instructional services	Zhengwei Wu
	19	Core Competitiveness in Educational Administration of the School of Journalism and Communication at Nanchang University	Hongping Peng
	20	The Core Competitiveness and Improvement Path of Media Industry Characteristic Colleges and Universities	Hongping Peng
	21	Digital transformation from government organization and enterprise organization	Yi Wang
	22	Development of the aesthetic education system in Jiangxi Normal University	Fengjun Li
	23	Development of quality physical education academic administration in Sanmenxia Polytechnic in Henan Province	Pengcheng He
	24	The Performance Assessment for Student Affairs Management Under University Student Unions in China	Zhiyong Cao
	25	The Impact of Family Doctor Contracted Service on Residents' Health Literacy and Countermeasures	Hua Yu
	26	Research on the Impact of Digital Technology Innovation on the Productivity of Small and Medium Enterprises	Maolin Chen

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	27	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	Jing Zhang
	28	Research on Educational Management of Subsidy Policies for Chongqing Vocational Institute of Engineering	Yu Jiang
	29	Pinduoduo’s Innovative Value Creation Through Business Model Evolution	Hua Lizhen
	30	Pinduoduo’s Strategic Innovations in E-Commerce	Hua Lizhen
	31	The best practice of educational administration for Faculty of Civil Engineering in NanJing Tech University PuJing Institute	Ao Mo
	32	The Development and Management Differences of Physical Education in Higher Education Management	Shasha Qi
	33	Research on International Tax Competition and Coordination under the Background of Digital Economy	Qifeng Zhou
	34	The Current Situation Sustainable Management of Fitness Clubs in Shanxi province, China	Yulong Nie
	35	Cross-Cultural Communication of Foreign Films in China: A Case Study of Marvel Film Captain American	Yubo Song
	36	Research on the Development of China’s New Energy Vehicle Market	Bin Guo
	37	Service Marketing Mix (7Ps) that Influences Chinese People’s Decision to Purchase New Energy Vehicles	Bin Guo
	38	Educational management to support students’ mental health problems in Sanmenxia Polytechnic of Henan Province	Zhijie Zhang
	39	The Service Marketing Factors Influencing the Purchase Decision of Residential Elderly Care Real	Jun Zeng

Activities	Number	Title	Presenter
		Estate Projects for Consumers in Jinan City under the Digital Economy System	
	40	Influencing Factors of Cross Border E-Commerce Development of Tourism Marketing in Thailand Under the Digital Economy System	Jun Zeng

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International present (18 articles) Chairman <i>Dr. Majid Khan</i> <i>(Nust Business School Pakistan)</i> <u>Zoom Login Room 1*</u> ID: 316 459 8334 Password: 1234 09.00 a.m. - 06.00 p.m.	1	The influencing factors of industry-education integration in physical education majors of Henan Province	Zhihui He
	2	Mental health status of vocational college students and educational management countermeasures	Jiang Fang
	3	Role of Artificial Intelligence in Business Management Practices: A Systematic Review of Literature	Chen Dingding
	4	Artificial Intelligence-Driven Business Innovations for Enhancing Supply Chain Resilience and Performance	Chen Dingding
	5	Education and Management of Fashion Performance Students in Sichuan Film and Television College	Lei Chen
	6	Factors Affecting the Service Ability of Zhejiang Auto Finance Company's Retail Business	Yu Kai
	7	Enhancing the Retail Business Service Capability of Auto Finance Companies in Zhejiang	Yu Kai
	8	The Impact of Digital Resource Management: A Case Study of Higher Vocational Staff	Tao Han
	9	A Study on The Factors Influencing Customer Satisfaction in E-Commerce Express Logistics	Tao Han
	10	Educational management in China's minority areas based on the multicultural background.	Gao Yidan
	11	The embodiment of people-oriented leadership in educational management: a case study of Chongqing University	Jiayu Liu
	12	Teachers' Job Satisfaction in Guangxi Vocational College of Performing Arts	Chao Sun

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	13	Analysis on the current research status of China's family doctor contract service	Hua Yu
	14	Analysis of Factors Influencing Entrepreneurship Education in Vocational Colleges	Yuan Yujie
	15	Study on safety management of experiment and training room of Chongqing City Vocational College	Yue Chen
	16	Distance Educational Teaching in Universities under the Background of Big Data	Sun Jiaqi
	17	The application of clothing color elements in clothing marketing	Chunping Liu
	18	A Model for Enhancing the Efficiency of Elderly Business Operation	Jinjutha Srihera