

**The 8th STIU International Conference**

**Theme: LEADERSHIP & SOCIAL SUSTAINABILITY IN THE**

**TECH-DRIVEN ERA**

**04 - 07- 2024 (Onsite)**

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| **Section: 1 Education (Siam)** | | **Room: 1** |
| **Date** | **Time** | **Moderator**  **Name: Dr. Li Zhang** |
| 04 – 07 - 2024 | 01:00 – 05:00 |
| 1. The Influencing Factors of The Higher Vocational Python Practical Training Course for The Application of Artificial Intelligence Technology in Shandong University of Engineering and Vocational Technology – **Li Zihui.** 2. The Influencing Factors of Flipped Classroom Satisfaction Among Mathematics Learners at Shandong Kevin Technical School – **Su Xiaoling.** 3. The Influencing Factors of Employment Satisfaction Among Marketing Graduates at Shandong University of Engineering and Vocational Technology – **Shi Jiamin.** 4. The Influencing Factors of Classroom Participation in Blended Ideological and Political Education At Shandong University Of Engineering And Vocational Technology – **Li Yuxin** 5. The Influencing Factors of Classroom Participation in Blended Ideological and Political Education at Shandong University of Engineering and Vocational Technology – **Liu Shuqi.** 6. Strategies For Optimizing Teaching Quality of Medical Students in Yunnan Medical University – **Qian Yunru.** 7. Optimization Of Education and Training Strategies for Employees in Small and Micro Enterprises in China - Taking Xi'an, Shaanxi Province as An Example – **Zhao Hetiancheng.** 8. A Case Study of The Effects of Parental Involvement on Academic Performance At Hong Kong Primary School Based on Epstein’s Six Types of Parental Involvement Framework – **Liu Shuo** 9. A Study on Educational Management Strategies Based on The Analysis of Students' Motivation for Admission in Changsha Xiangdu Secondary Vocational Schools – **Xu Shaofu.** 10. The Integration of Intangible Tie-Dye Culture into Primary School Education Minority Areas - A Case Study of Yunnan Province – **Pan Yangyingying.** 11. The Influence of Teacher Enthusiasm on High School Students' Classroom Participation the Mediating Role of Achievement Motivation – **Ma Jia.** 12. The impact of player investment on the game live streaming industry Taking netease Games as an Example – **Liang Zhao** | | |

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| **Section: 2 Education (STIU)** | | **Room: 2** |
| **Date** | **Time** | **Moderator**  **Name: Asst. Prof. Dr. Yan Ye** |
| 04 – 07 - 2024 | 01:00 – 05:00 |
| 1. Usage of technology in teaching and learning materials at Myanmar Schools – **Wine Chit Myat Noe.** 2. Exploring the Correlation Between Self-Identity and Learning Engagement at "S" Secondary Vocational School in Jinan, Shandong Province, China – **Shanshan Meng.** 3. A Study on Teachers’ Occupational Well-Being at X School in Jiaozuo City, Henan Province, China – **Zhihao Zhang.** 4. Survey and Analysis of Student Satisfaction in Ceramic Design and Production Courses in Universities in Hefei, Anhui, China – **Tang Zhijin.** 5. A Study On The Relationship Between Teachers’ Perceived Organizational Support And Scientific Research Pressure At X Private University In Hunan Province, China – **Yan Zhu** 6. A study on teachers ’perception towards school environment at hebei is middle school china – **Wang Zixuan.** 7. Research on Teachers' Information Technology Teaching Ability in Zhengzhou University of Industrial Technology, Henan Province, China – **Xinran Wang.** 8. Research on the Relationship Between Innovation and Entrepreneurship Education and Students' Entrepreneurial Intentions at Zhengzhou Institute of Technology and Vocational College in Henan Province, China – **Yuping Gao** 9. A Study on the Organizational Atmosphere Organizational Efficiency Of the Student Union Of Y University In GuangXi - **Feng Qi Sun.** 10. A Survey on Students’ Medical Service Satisfaction In School Hospital At Shandong Union College In Jinan City, Shandong Province – **Liu Yan** 11. Thai People’s Interest on Thai Acupressure Therapy Clinic – **Ake Choonhachatrachai.** | | |

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| **Section:3 Business Management (SIAM)** | | **Room: 3** |
| **Date** | **Time** | **Moderator**  **Name: Dr. Jidapa Chollathanratanapong** |
| 04 – 07 - 2024 | 01:00 – 05:00 |
| 1. A Case Study of The Impact of Marketing Strategies on International Market Expansion of Yamaha Motor Company – **Gong Fei.** 2. A Study of The Influence of Online Interaction on Consumer Behavioral Intention in Online Shopping Situation – **Xue Kaiyi.** 3. A Study of The Influence of Content-Based Mobile Social Media User Perception on User Stickiness – **Xue Kaiyuan.** 4. A Study of The Impact of Consumer Perception on The Purchase Intention of New Energy Vehicles – **Miao Zhenzheng.** 5. A Study of The Influence of Product Aesthetic Perception on Consumers' Purchase Intention – **Liang Tao**. 6. A Study of The Impact of Environmental Guilt on Green Purchase Behavior – **Niu Boxian.** 7. Study On the Competitive Strategy of Prachanphang Resort in Laos Based on Porter's Five Forces Model – **Zhao Shu.** 8. Research On Risk Management of Financial Shared Center of Beijing Baidu Netcom Technology Company – **Zheng Yang.** 9. Research On Customer Loss of Hb Rural Commercial Bank Under the Background of Financial Digitalization – **Neng Zhenzhima.** 10. A Study of Quick Response (Qr) And Efficient Replenishment (Ecr) Strategies in Supply Chains – **Zhang Yuqi.** 11. Research On the Influence of Improvement-Based Enterprise Management System on Employee Satisfaction—Taking Oxiran Company as An Example – **Zhang Xiruo.** 12. A Case Study of Tencent's Mobile Payment International Expansion Based on Diffusion of Innovations Theory – **Zhang Shiman.** 13. Research On the Influence of Managerial Equity Incentive on Business Performance of Qd Brewing Company – **Zheng Haoran.** 14. The Influencing Factors of Huawei's Brand Internationalization – **Gao Ruijun.**   Research On the Impact of College Teachers’ Salary Level on Job Performance Take Hechi College as An Example – **Qin Hongqian.** | | |

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| **Section:4 Business Management (SIAM)** | | **Room: 4** |
| **Date** | **Time** | **Moderator**  **Name: Dr. YananYang** |
| 04 – 07 - 2024 | 01:00 – 05:00 |
| 1. A Case Study on Employee Loyalty and Corporate Culture Related Factors in Small and Medium Sized Enterprises in Sq City – **Zheng Qiyue.** 2. The Effect of Zara Brand Marketing on Customer Satisfaction in The Chinese Market – **Liang Wanjing.** 3. Research On the Financial Management Model of Small and Micro Enterprises in Haikou City, Hainan Province – **Tong Xiaoqiong.** 4. The Impact of Incentive Mechanism on Employee Performanc of Sqty – **Lyu Longtengfei.** 5. The Effect of Employees' Psychological Capital on Employees' Innovative Performance in Internet Technology Enterprises – **Wu Guanqiong.** 6. Risk Management of Law Firms – **Xu Junlin.** 7. The Influencing Factors of Consumers' Purchase Intention on The Tian Mall International Cross-Border E-Commerce Platform – **Chen Lingli.** 8. Factors Influencing Customer Satisfaction in International Courier Services: Zto Express as an example – **Wei Mingda**. 9. A Case Study of The Marketing Management of Muji Brand Store in Nanjing, Jiangsu Province, China – **Xu Dingling.** 10. A Study on Compensation Satisfaction Enhancement Strategies for Sales Personnel in Chain Home Real Estate Company – **Wei Tingru.** 11. Research On University Financial Management Optimization Based on The Concept of Financial Sharing Service Take Hechi College as An Example – **Wang Hua.** 12. A Sutay of Supply Chain Integration on The Competitiveness of Polyurethane Enterprises – **Guo Peiyu.** 13. Study On the Influencing Factors of The Satisfaction of Users Continuous Usage Intention on Educational Paid Platforms-Taking Himalaya Platform As An Example – **Cui Boyu.** 14. Research On the Influence of Establishing an Integrated Digital Platform on Enterprise Human Resource Management by Using Two-Factor Theory – **Li Hangyao.** 15. Study On Young Consumers' Consumption Preference for Smart Home Products--Taking Xiaomi Smart Home As An Example – **Yao Lingpei.** | | |

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| **Section:5 Business Management (SIAM)** | | **Room: 5** |
| **Date** | **Time** | **Moderator**  **Name: Dr. Zhao Zhang** |
| 04 – 07 - 2024 | 01:00 – 05:00 |
| 1. The Impact of Digital Transformation on Employee Job Satisfaction – **Li Zongnan.** 2. A Study on The Impact of Digital Marketing Strategies of Traditional Chinese Medicine Clinics on Customer Satisfaction: Taking Gushengtang Clinic As An Example – **Li Lei**. 3. Research On the Factors Influencing Corporate Performance from An Environmental Perspective – **Li Jinshuo.** 4. A Case Study of The Optimization of Jd's Global Logistics Network Based on Supply Chain Management Theory – **Yang Fan.** 5. Research On Digital Technology to Solve Agricultural Supply Chain Finance Problems—Take Longping High-Tech as An Example – **Wang Lin.** 6. Exploring The Impact of Employee Salary Disparities on Enterprise Performance – **Zhou Zehao.** 7. Problems And Countermeasures of Capital Structure of Gucheng Dairy – **Lin Taida.** 8. A Study on The Factors Affecting the Profitability of Rural Commercial Banks – **Feng Junke.** 9. Green Marketing Of Panasonic Electronic Products:Perspective Of 4p's – **Liu Mingzhe.** 10. Impact Of Life Cycle Theory on The Management of Taiwan Electronic Information Products Oem Enterprises – **Zhang Yang.** 11. Study On Personal Finance Service Marketing Mix (7ps): A Case Study of Bozhou Branch of Bank of Communications – **Shao Wen.** 12. The Impact of Mergers and Acquisitions on Financial Performance of New Chemical Materials Enterprises A Case Study of Jinfa Technology's Acquisition of Baolai **– Yan Yuanmeng.** 13. The Effect Of Risk Management On The Financial Performance Of Commercial Banks:A Case Of Bangkok Bank – Feng Yuanru. 14. Impact Of Social Media Marketing on Consumer Purchase Behavior: A Study of Tiktok Platforms – **Zhang Kairui**. 15. The Influencing Factors of New Energy Vehicle Consumers'purchase Intentions-A Case Study of Ideal Brand – **Lyu He.** | | |