



Annual Conference in Management 2021

Room 1

Zoom Meeting ID: 945 3395 8045, Passcode: 854990

Link: <https://zoom.us/j/94533958045?pwd=VWY5MHU0bmd1emUzUE9NYi9vTTNVdz09>

2nd December 2021, Venue: Walailak University, Thailand (Bangkok Time)

Session: **Tourism and Service Management**

Chairperson: Asst. Prof. Dr. Pimlapas Pongsakornrunsilp (Walailak University)

Time	Titles	Speakers	Contacts	ID
09:40 – 09:58	Foreigners' Satisfaction on Services of XYZ Accounting & Audit Company	Kasakorn Pangwipas	au.kasakorn@gmail.com	8 (Eng)
10:00 – 10:18	Feasibility study of Beibu Gulf Shipping Exchange Project	Li Xianming, Shubham Pathak	1123999828@qq.com shubham.pa@wu.ac.th	CN-6
10:20 – 10:38	The Study of Local Community Participation of Ecotourism Development in Daming Mountain Nature Reserve in Nannin, Guangxi, China	Ma Yi-sha Onanong Cheablam	2016250041@gxufe.edu.cn conanong64@gmail.com	CN-4

Session: **Logistic Management**

Chairperson: Dr. Shubham Pathak (Walailak University)

Time	Titles	Speakers	Contacts	ID
10:40 – 10:58	CO ₂ Emission Tracking App for Internal Combustion Engine (ICE) Motorcycle	Kittipon Lapjaturapit, Narawit Pattamanitiworakit, Weerawut Thanhikam	weerawuttha@pim.ac.th	10 (Eng)
12:00 – 13:00	Lunch			

Session: Digital Marketing and Branding**Chairperson: Dr. Hira Batool (Walailak University)**

Time	Titles	Speakers	Contacts	ID
13:00 – 13:18	Business Intelligent Framework using Sentiment Analysis for Digital Marketing in E-Commerce Era	Khin Sandar Kyaw, Farida Sasha, Chanwut Thongkamkaew	khinsandarkyaw@hu.ac.th	6 (Eng)
13:20 – 13:38	Analysis of The Influencing Factors of Consumers' Purchase Intention of Online Knowledge Paid Products: The Case of China's "De Dao" Application	Yi Sun, Siwarit Pongsakornrunsilp	14843062@qq.com psiwarit@gmail.com	CN-5
13:40 – 13:58	Risk Assessment of Implementing Food Safety Platform in N City	Yongkang Chen Pornpen Thippayana	1918083168@qq.com tpornpen@wu.ac.th	CN-9

Session: General Management**Chairperson: Asst. Prof. Dr. Pankeawta Lakkanawanit (Walailak University)**

Time	Titles	Speakers	Contacts	ID
14:00 – 14:18	Application of the Yonisomanasikara thinking method to the decision to participate in a political assembly	Ratchadakorn Aimampai	Nidkon2104@gmail.com	2 (Thai)
14:20 – 14:38	The approach to personnel management in using good information technology systems and using online social media creatively	Pannisa Ongprachayakul	pantip2ong@gmail.com	3 (Thai)
14:40 – 14:58	The approaches to use the Big Data for the increasing strategic management effectiveness of the royal Thai army	Satit Tipmanee	satit_tipmanee@yahoo.com	4 (Thai)
15:00 – 15:18	Factors associated with 6 months follow-up in clients who completed the rehabilitation program at Bangkok behavior modification center	Phitharat Sitthirung	rafaelongfong@gmail.com	9 (Thai)