



PIM 9th National and 2nd International Conference 2019:

Global Innovation for Sharing Economy (GISE)

and 2nd Smart Logistics Conference

July 5th, 2019

3rd floor Convention Hall, Panyapiwat Institute of Management

Chaeng Watthana, Nonthaburi Thailand

– POSTER PRESENTATION (INTERNATIONAL) –

Show at Hall 5–6, 3rd floor, Convention Hall

Group: Business			
No.	Name	Title	Department
1	YONGHAO JIANG	A RESEARCH ON EXECUTIVE COMPENSATION CONTRACT REFERENCE POINT AND NON-EFFICIENCY INVESTMENT	PANYAPIWAT INSTITUTE OF MANAGEMENT
2	JINGWEI JIN YU WANG	A RESEARCH ON THE IMPACT OF CHINESE PRIVATE ENTERPRISES' BOARD STRUCTURE CHARACTERISTICS ON ITS PERFORMANCE	PANYAPIWAT INSTITUTE OF MANAGEMENT LANZHOU UNIVERSITY, CHINA
3	BEI LYU GUIHUA LU	A REVIEW ON RESEARCH AND DEVELOPMENT OF ENTERPRISES IN CHINA	PANYAPIWAT INSTITUTE OF MANAGEMENT CENTRAL UNIVERSITY OF FINANCE AND ECONOMICS, CHINA
4	MINRUI LI	A STUDY ON THE IMPLEMENTATION OF THE PARENT COMMITTEE IN HOME CO-OPERATION—A CASE STUDY OF A KINDERGARTEN IN ZHENGZHOU CITY	PANYAPIWAT INSTITUTE OF MANAGEMENT
5	TAIBANG WEI	ANALYSIS ON THE RELATIONSHIP BETWEEN EXECUTIVE HOLDING AND CORPORATE PERFORMANCE OF GEM LISTED COMPANIES IN CHINA	PANYAPIWAT INSTITUTE OF MANAGEMENT
6	BIN ZHANG	DISCUSSION ON ORGANIZATIONAL STRUCTURE REFORM AND INNOVATION OF PRIVATE ENTERPRISES IN CHINA	PANYAPIWAT INSTITUTE OF MANAGEMENT
7	WANPEN PENG SUCHAI THANAWASIE TANES SRIVIRULECHAI	GAP ANALYSIS OF LOGISTICS PROCESS OF TRANSPORTING HEAVY AND OVERSIZE CARGO AND APQC PROCESS OF DELIVERING PHYSICAL PRODUCTS	SHINAWATRA UNIVERSITY SHINAWATRA UNIVERSITY SIAM SCAN NET

Group: Business

No.	Name	Title	Department
8	FEI TENG	LIMITATIONS OF INNOVATIVE TALENTS TRAINING MODEL IN CULTURAL AND CREATIVE INDUSTRIES OF COLLEGES AND UNIVERSITIES	PANYAPIWAT INSTITUTE OF MANAGEMENT
9	SHENGXUAN LIN	RESEARCH ABOUT THE AFFECTION OF CUSTOMER VALUE CO-CREATION INTERACTIVE BEHAVIOR IN VIRTUAL BRAND COMMUNITY ON CONSUMER IDENTIFICATION	PANYAPIWAT INSTITUTE OF MANAGEMENT
10	FANGYAN ZHAOQI PENG	RESEARCH ON INFLUENCING FACTORS OF OUTBOUND TOURISM UNDER THE BACKGROUND OF RISK PERCEPTION: A CASE STUDY OF THAILAND TOURISM	PANYAPIWAT INSTITUTE OF MANAGEMENT BEIJING JIAOTONG UNIVERSITY, CHINA
11	FANGQIN JIAN	RESEARCH ON OPTIMIZING INDIVIDUAL INCENTIVE MEASURES FOR TEACHERS IN COLLEGE	PANYAPIWAT INSTITUTE OF MANAGEMENT
12	DEFA ZHANG	RESEARCH ON THE CONSTRUCTION OF CHINA'S OUTDOOR MOUNTAINEERING SAFETY AND SECURITY SYSTEM	PANYAPIWAT INSTITUTE OF MANAGEMENT
13	XIONG YU, HONGYAN SHANG	RESEARCH ON THE CURRENT SITUATION OF COLLEGE STUDENTS MAJORING IN TOURISM MANAGEMENT AND THE IMPROVEMENT STRATEGIES	PANYAPIWAT INSTITUTE OF MANAGEMENT

Group: Business			
No.	Name	Title	Department
14	XIALIN YANG	RESEARCH ON THE INFLUENCE OF OWNERSHIP CONCENTRATION ON CORPORATE PERFORMANCE OF CHINESE LISTED COMPANIES	PANYAPIWAT INSTITUTE OF MANAGEMENT
15	XUSONG CHEN ZHAOQI PENG	STUDY ON THE OPERATION AND MANAGEMENT STRATEGY OF ESPORTS COFFEE SHOP——ESPORTS COFFEE SHOP B AS THE EXAMPLE	PANYAPIWAT INSTITUTE OF MANAGEMENT BEIJING JIAOTONG UNIVERSITY, CHINA
16	XIANG LI	THE APPLICATION VALUE AND STRATEGY ANALYSIS OF UGC SHORT VIDEO MODE FROM THE PERSPECTIVE OF PERSONALIZED BUSINESS MARKETING	PANYAPIWAT INSTITUTE OF MANAGEMENT
17	LAN SHENG	THE RESEARCH HOTSPOT AND FRONTIER ANALYSIS OF ARTIFICIAL INTELLIGENCE IN THE FIELD OF SOCIAL SCIENCES AT HOME AND ABROAD	PANYAPIWAT INSTITUTE OF MANAGEMENT
18	HAORAN ZHANG	THE ROLE AND APPROACH OF THE UNIVERSITY TRADE UNIONS TO ENHANCE THE COHESION OF SCHOOLS——A CASE STUDY OF SIAS COLLEGE IN ZHENGZHOU	PANYAPIWAT INSTITUTE OF MANAGEMENT

Group: Education/ Arts and Culture

No.	Name	Title	Department
1	YIJIA FU QIONGDAN MAI	RESEARCH ON MUSIC EDUCATION AND TEACHING MANAGEMENT OF VOCATIONAL SCHOOLS IN CHINA -- A CASE STUDY OF SECONDARY VOCATIONAL SCHOOLS IN BIJIANG DISTRICT, TONGREN CITY	PANYAPIWAT INSTITUTE OF MANAGEMENT GUANGXI UNIVERSITY OF FINANCE AND ECONOMICS, CHINA
2	ZEYUAN JIN YUNGCHENG HSIEH	RESEARCH ON THE RELATIVITY OF KUN-DANCE MARKETING	PANYAPIWAT INSTITUTE OF MANAGEMENT NATIONAL TAIWAN UNIVERSITY OF ARTS, TAIWAN