



– POSTER PRESENTATION –

PIM 8th National and 1st International Conference

Challenges and Opportunities of ASEAN: Innovative, Integrative and Inclusive Development

Thursday, June 21, 2018

CP ALL Academy Building, Panyapiwat Institute of Management

Chaengwattana Road, Nonthaburi, Thailand

Poster will be display at 16th Floor, CP All Academy Building

Group: Brand Management

No.	Name	Title	Department
1	<u>Xiaoqian Guo</u>	CUSTOMER SATISFACTION EVALUATION AND IMPROVEMENT: A CASE STUDY OF ZTO EXPRESS COMPANY	Panyapiwat Institute of Management
2	<u>Pitchapa Ratchanan</u>	FACTORS EFFECTED ON HI-END BRAND WATCH PURCHASING DECISION OF CONSUMERS FROM UNAUTHORIZED DEALERS	Stamford International University
3	<u>Yuanqin Ge</u>	RESEARCH ON FUZZY GRAY CORRELATION EVALUATION OF KNOWLEDGE MANAGEMENT CAPABILITY IN KIBS ENTERPRISES FROM THE PERSPECTIVE OF PROCESS	Panyapiwat Institute of Management
4	<u>Kyaw Aung Htike</u>	INFLUENCE OF SERVICE QUALITY ON CUSTOMER LOYALTY, BRAND IMAGE AND CUSTOMER SATISFACTION: CASE STUDY OF DINING RESTAURANT IN YANGON, MYANMAR	Panyapiwat Institute of Management
5	<u>Peng Gao</u>	RESEARCH ON THE INFLUENCE OF DEGREE OF INVOLVEMENT ON CUSTOMER FORGIVENESS IN CATERING INDUSTRY UNDER THE PRODUCT HARM CRISIS	Panyapiwat Institute of Management
6	<u>Shirong Zhang</u>	STRATEGY OF BUILDING NINGXIA YINCHUAN FREE TRADE ZONE THROUGH THE BELT AND ROAD GLOBAL STRATEGIC LAYOUT	Panyapiwat Institute of Management
7	<u>Yan Myo Aung</u>	THE SERVICE QUALITY AND BRAND IMAGE EFFECT ON THE CUSTOMER LOYALTY: THE CASE OF THE TELENOR TELECOMMUNICATION IN MYANMAR	Panyapiwat Institute of Management

Group: Enterprise

No.	Name	Title	Department
1	<u>Yanling He</u>	RESEARCH ON THE MECHANISM OF ENTREPRENEURSHIP ON ENTERPRISE PERFORMANCE	Panyapiwat Institute of Management
2	<u>Qiuxue Luo</u>	SCALE DEVELOPMENT AND VALIDITY TEST OF ENTERPRISE CULTURE POWER	Panyapiwat Institute of Management
3	<u>Dr. Aaron Alfred Sackey</u>	THE IMPACT OF MICROFINANCE ON POVERTY ALLEVIATION AND SOCIAL DEVELOPMENT ON BENEFICIARIES OF MICROFINANCE SERVICES	SMC University

Group: Liberal Arts

No.	Name	Title	Department
1	<u>Asst. Prof. Dr. Wei Meng</u>	THE APPLICATION OF CREATIVE TRANSFORMATION PRINCIPLE IN THE REVIVAL OF TRADITIONAL CHINESE CULTURE	Dhurakij Pundit University

Group: Food Science

No.	Name	Title	Department
1	<u>Supreena Srisaikham</u>	EFFECT OF FEEDING FERMENTED FRESH CASSAVA PULP ON LACTOPEROXIDASE ACTIVITY AND PERFORMANCE OF HOLSTEIN FRIESIAN CROSSBRED LACTATING DAIRY COWS	Burapha University, Sakaeo Campus
2	<u>Virat Vongsaengnak</u>	INORGANIC ARSENIC IN RICE AND RICE-BASED PRODUCTS FOR INFANT AND YOUNG CHILDREN IN THAILAND	Mahidol University