

The list of articles presented at The 4th PIM International Conference has 101 articles

No.	Fields	Language	Title	First Name - Last Name	Affiliation
1	Agriculture	English	FERMENTATION PROFILE OF THAI COCOA BEANS	Chaiwat Piankarn Ruamporn Liamkaew Korawit Chaisu Chiu-Hsia Chiu	Faculty of Food Business Management, Panyapiwat Institute of Management Faculty of Innovative Agricultural Management, Panyapiwat Institute of Management Department of Food Science, National Pingtung University of Science and Technology
2	Business	Chinese	AN EMPIRICAL STUDY OF FAMILY BUSINESS EXECUTIVES' INCENTIVES, DIVERSIFICATION, AND CORPORATE PERFORMANCE	Chenyang Han	Graduate School of Chinese, Panyapiwat Institute of Management
3	Business	Chinese	FACTORS OF URBAN RESIDENTS PARTICIPATING IN COMMUNITY MUSIC ACTIVITIES	Haimin Lin Yung-Cheng Hsieh	Graduate School of Chinese, Panyapiwat Institute of Management
4	Business	Chinese	TARGET MARKETING STRATEGY OF CHONGQING TIANYOU DAIRY COMPANY	Xi Chen Dehua Xi	Graduate School of Chinese, Panyapiwat Institute of Management
5	Business	Chinese	THE INFLUENCE OF O2O ON THE PROFIT OF SMALL AND MICRO ENTERPRISES BASED ON WECHAT	Zeshu Ding Shenglong Han	Graduate School of Chinese, Panyapiwat Institute of Management
6	Business	Chinese	THE INFLUENCE OF OVER QUALIFICATION ON EMPLOYEE DEVIANT INNOVATION BEHAVIOR	Xintong Li	Graduate School of Chinese, Panyapiwat Institute of Management
7	Business	Chinese	THE INFLUENCE OF TRANSFORMATIONAL LEADERSHIP ON EMPLOYEE FOLLOWING BEHAVIOR	Mingyang Liang	Graduate School of Chinese, Panyapiwat Institute of Management
8	Business	Chinese	THE INFLUENCING FACTORS OF THE COVID-19 ON THE MANAGEMENT OF ZHENG ZHOU'S HOTELS	Zimeng Zhao	Graduate School of Chinese, Panyapiwat Institute of Management
9	Business	Chinese	THE PROBLEM OF RESIGNATION IN COMPANY Y—BASED ON EDUCATION ORGANIZATIONS	Yan Ding Zhaoqi Peng	Graduate School of Chinese, Panyapiwat Institute of Management
10	Business	Chinese	THE RELATIONSHIP AMONG VOCATIONAL COLLEGE TEACHERS' PROFESSIONAL IDENTITY, ORGANIZATIONAL COMMITMENT, AND JOB SATISFACTION	Linjie Huang Hongyan Shang	Graduate School of Chinese, Panyapiwat Institute of Management
11	Business	Chinese	THE RELATIONSHIP BETWEEN CONTEXTUAL CONSISTENCY AND BRAND ATTITUDES IN SHORT VIDEO PLACEMENT ADS -- USING SIGNIFICANCE AS A MODERATING VARIABLE	Quansheng Ji	Graduate School of Chinese, Panyapiwat Institute of Management
12	Business	Chinese	THE SALARY PLAN OF B COMPANY'S ARCHITECTURAL DESIGN TEAM	Dekun Zhu Zhaoqi Peng	Graduate School of Chinese, Panyapiwat Institute of Management
13	Business	Chinese	THE INFLUENCE OF CHARISMATIC LEADERSHIP ON SUBORDINATES' FOLLOWING BEHAVIOR	Wenjing Lyu	Graduate School of Chinese, Panyapiwat Institute of Management
14	Business	English	APPLICATION OF ARTIFICIAL INTELLIGENCE TECHNOLOGY	Tian Yong	School of Artificial Intelligence, Hubei Business College
15	Business	English	BUSINESS IMPACTS AND GOVERNMENT SUPPORT FOR FIRMS' UPGRADING AND INNOVATION UNDER COVID-19 IN SOUTHEAST ASIA	Prof. Dr. Patarapong Intarakumnerd	National Graduate Institute for Policy Studies (GRIPS)
16	Business	English	DESIGN OF OPTICAL GATE DEVICE BASED ON THE EQUIPMENT OF YAG PULSE LASER	Jingjing Zhou	School of Artificial Intelligence, Hubei Business College
17	Business	English	EXPLORATION OF AUTONOMOUS LEARNING TEACHING MODE OF SIGNAL AND SYSTEM COURSE BASED ON "INTERNET PLUS"	Zhan Cui-li Mingyu Lin	School of Artificial Intelligence, Hubei Business College
18	Business	English	EXPLORING APPLICATION TALENT TRAINING MODEL FOR INTERNET OF THINGS ENGINEERING	Mingyu Lin Jianping Ju Qin Yang	School of Artificial Intelligence, Hubei Business College

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19	Business	English	INTERNAL FACTORS AFFECTING THE PERCEPTION OF ENTREPRENEURSHIP OPPORTUNITIES IN STARTING NEW BUSINESS	Panupong Pituksung Suphakit Limlertratana Sirada Manavijitvanich Jackkrit Ngafa Bhatsikarn Vjijtjaroenkwan Narsiree Monnutkarn	School of Business Administration, Raffles International College
20	Business	English	THE TEACHING MODE OF COMPUTER LANGUAGE COURSES BASED ON COMPUTATIONAL THINKING	Yi Lv	School of Artificial Intelligence, Hubei Business College
21	Business	English	UNIVERSITY MATHEMATICS MOOC TEACHING IN BIG DATA ERA	Peng Xu	School of Artificial Intelligence, Hubei Business College
22	Communications	English	MOTIVATION FOR CHANGE IN ASIAN FAME MEDIA GROUP OF MYANMAR	Panupong Pituksung Suphakit Limlertratana Dr. Sasirin Sayasonti Dr. Pongsak Jitrumruk Kunakorn Varongchayakul Phacharaporn Phijaranakul	School of Business Administration, Raffles International College
23	Economics	Chinese	ANALYSIS AND PREVENTION OF FINANCIAL RISKS IN NETWORK MERGER AND ACQUISITION——ALIBABA'S ACQUISITION OF TIANHONG FUND AS AN EXAMPLE	Zhicheng Ji	Graduate School of Chinese, Panyapiwat Institute of Management
24	Economics	Chinese	INFLUENCING FACTORS AND PERFORMANCE SYSTEM OF LISTED COMMERCIAL BANK IN CHINA	Muling Liu Shuaishuai Feng	Graduate School of Chinese, Panyapiwat Institute of Management
25	Economics	Chinese	THE CONSTRUCTION OF ENTERPRISE KNOWLEDGE MANAGEMENT UNDER PUBLIC HEALTH EVENTS-TAKING YUNNAN BAIYAO GROUP AS AN EXAMPLE	Yutong Zhang Ao Chen	Graduate School of Chinese, Panyapiwat Institute of Management
26	Economics	Chinese	THE IMPACT OF CUSTOMER PERCEIVED VALUE ON PURCHASE INTENTION OF PENSION REAL ESTATE--TAKE THE CHINA RAILWAY SUN VALLEY IN GUIYANG AS AN EXAMPLE	Peng Zhang Pak Thaldumrong	Graduate School of Chinese, Panyapiwat Institute of Management
27	Economics	Chinese	THE INFLUENCE OF "TWO INVOICE SYSTEM" ON THE OPERATION EFFICIENCY OF PHARMACEUTICAL ENTERPRISES——EVIDENCE FROM REFORM OF MEDICINE CIRCULATION AS A QUASI-NATURAL EXPERIMENT	Yini Wang	Graduate School of Chinese, Panyapiwat Institute of Management
28	Economics	Chinese	THE INNOVATIVE BEHAVIOR OF SCIENCE AND TECHNOLOGY TALENTS BASED ON INNOVATION QUALITY	Quan Gu	Graduate School of Chinese, Panyapiwat Institute of Management
29	Economics	Chinese	THE REFORM OF SCIENTIFIC RESEARCH FUNDS MANAGEMENT IN CHINESE UNIVERSITIES	Mengxian Xue	Graduate School of Chinese, Panyapiwat Institute of Management
30	Economics	Chinese	THE RISK EVALUATION OF STEEL PROCUREMENT IN CHEMICAL ENTERPRISE OVERHAUL PROJECT BASED ON MULTILEVEL FUZZY COMPREHENSIVE JUDGMENT METHOD	Jun Liu	Graduate School of Chinese, Panyapiwat Institute of Management
31	Education	Chinese	PROBLEMS AND COUNTERMEASURES IN THE OUTSOURCING SERVICE OF CATERING IN UNIVERSITIES	Dongmei Nong	Graduate School of Chinese, Panyapiwat Institute of Management
32	Education	Chinese	PROFESSIONAL IDENTITY OF SPECIAL POST TEACHERS IN MINORITY AREAS OF GUIZHOU——BASED ON THE SURVEY OF SONGTAO MIAO AUTONOMOUS COUNTY	Limei Pu	Graduate School of Chinese, Panyapiwat Institute of Management
33	Education	Chinese	THE IMPACT OF PERSONALITY TRAITS OF HIGHER VOCATIONAL TEACHERS ON TEACHING EFFICIENCY IN GUIZHOU PROVINCE: TAKING EMOTION REGULATION AS A MEDIATOR	Zudan Wu	Graduate School of Chinese, Panyapiwat Institute of Management
34	Education	Chinese	THE IMPACT OF THE HETEROGENEITY OF THE EDUCATIONAL BACKGROUND OF THE SENIOR MANAGEMENT TEAM ON ENTERPRISE R&D INVESTMENT FROM THE PERSPECTIVE OF THE BOARD OF DIRECTORS	Siqingaowa Bai	Graduate School of Chinese, Panyapiwat Institute of Management
35	Education	English	EXPLORING MOBILITY OF KNOWLEDGE AS AN APPROACH TO INTERNATIONALIZATION IN HIGHER EDUCATION DURING AND BEYOND UNCERTAIN TIMES	Sajjad Pouromid Elvita Wiasih	Institute for Innovative Global Education, Kansai University

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36	Education	English	PERCEIVED MENTORING SUPPORT AND CAREER SATISFACTION: THE ANTECEDENT ROLE OF EMPLOYEE HUMILITY	Sakarin Noypa Asst. Prof. Dr. Kanon Trichandhara Asst. Prof. Dr. Wisanupong Potipiroon	Faculty of Management Sciences, Prince of Songkla University
37	Education	English	THE APPLICATION OF BLOCKCHAIN TECHNOLOGY IN OPEN EDUCATION IN THE INTERNET ERA	Guihua Han Mingyu Lin Jianping Ju	School of Artificial Intelligence, Hubei Business College
38	Education	English	THE COURSE SYSTEM OF DATA ANALYSIS FOR ECONOMIC STATISTICS MAJOR IN APPLICATION-ORIENTED UNIVERSITIES	Mingyu Lin Guihua Han Jianping Ju	School of Artificial Intelligence, Hubei Business College
39	Education	English	UNDERSTANDING STUDENT'S EXPECTATION OF QUALITY OF LIFE AND CO-CURRICULUM ACTIVITIES IN BUSINESS EDUCATION	Panupong Pituksung Salin Pituksung Auengporn Pituksung Chidtaphol Pongprueksa Chariya Korsukthaweekhoon Sornkanok Apichanapong	School of Business Administration, Raffles International College
40	Engineering and Technology	Chinese	THE INDEX SYSTEM OF ENVIRONMENTAL PERFORMANCE EVALUATION OF THREE-DIMENSIONAL GREENING CITY	Jing Li Ersi Liu Anshou Yao	Graduate School of Chinese, Panyapiwat Institute of Management
41	Engineering and Technology	English	A HYBRID APPROACH OF SENTIMENT BASED ALGORITHM FOR COMPUTERIZED OPINION ANALYSIS IN THE CONTEXT OF PUBLIC UNIVERSITY ADMISSION SYSTEM IN BANGLADESH	Tanzila Nasrin Tazin Jannatul Ferdous Prianti Das Farjana Yeasmin Abdullah-Al-Jubair Ng Giap Weng	American International University-Bangladesh
42	Engineering and Technology	English	AN IOT BASED FIRE ALARMING AND RESCUE ASSIST SYSTEM FOR HOUSEHOLD & INDUSTRY USING GSM MODULE	Md. Amin Ahmed Chowdhury Md. Ar Rafi Sarker Obida Bin Alauddin Rezwanur Rahman Md. Abdullah-Al-Jubair Ng Giap Weng	American International University- Bangladesh Universiti Malaysia Sabah
43	Engineering and Technology	English	BRAIN FUNCTION ANALYSIS OF COMPUTER-BASED AND PAPER-BASED TESTS USING EEG: A PILOT STUDY	Thanate Angsuwatanakul Naruemol Inthaphuk Jamie A. O'Reilly Shaik Abdul Malik Mohamed Ismail Chittra Chantragatravi Thapanee Khemanuwong	College of Biomedical Engineering, Rangsit University School of Educational Studies, Universiti Sains Malaysia School of Creative Educational Management, Panyapiwat Institute of Management Faculty of Liberal Arts, King Mongkut's Institute of Technology Ladkrabang
44	Engineering and Technology	English	CARBON EMISSIONS OF INTERLOCKING CEMENT-STABILIZED COMPRESSED EARTH BRICK HOUSES IN DHUNGENTAR, NEPAL	Prakash Dulal Pravakar Pradhan Lena Sthapit Rabindra Raj Giri	Department of Civil Engineering, Asian Institute of Technology & Management (AITM)

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45	Engineering and Technology	English	DEVELOPMENT OF COMPUTER APPLICATION FOR GHS-BASED CHEMICAL HAZARD COMMUNICATION	Assoc. Prof. Sarisak Soontornchai	School of Health Science, Sukhothai Thammathirat Open University
46	Engineering and Technology	English	DIRTY DATA CLEANING FOR THE BETTERMENT OF ONLINE BUSINESSES	Md. Ismail Hossen Md. Nazmul Hossain Md. Armanur Rahman	Department of Computer Science, American International University-Bangladesh (AIUB) Department of Computer Science, Multimedia University
47	Engineering and Technology	English	INTERACTIVE LEARNING MEDIA FOR KIDS	Arnab Basak Md. Abdullah-Al-Jubair Wasif Zaman Rafid Shahriar Md. Mridul Mallik Ng Giap Weng	Faculty of Science & Technology, American International University-Bangladesh Faculty of Computer and Informatics, Universiti Malaysia Sabah
48	Engineering and Technology	English	METHOD FOR CLASSIFICATION OF PERMANENT TOOTH CLASSES FROM PHOTOGRAPHS	Jessada Tanthanuch Chaninart Yord-in Akanat Wetayawanich Sakdinee Rattana	Suranaree University of Technology
49	Engineering and Technology	English	STATISTICAL DISTRIBUTIONS APPEARING IN MEDICAL ULTRASOUND IMAGES	Mangkon Damnet	Suranaree University of Technology
50	Library Arts	Chinese	STEP OF ANKLEBONE TRAINING AND ITS PERFORMANCE IN CHINESE CLASSICAL DANCING	Linqian He	Graduate School of Chinese, Panyapiwat Institute of Management
51	Library Arts	Chinese	THE INTEGRATED DEVELOPMENT MODEL OF COVS AND YCEC UNDER THE ASEAN COOPERATION MECHANISM	Yuan Bing	Graduate School of Chinese, Panyapiwat Institute of Management
52	Library Arts	Chinese	THE PROCESS OF POWER/KNOWLEDGE INTEGRATION IN THE PERIOD OF KNOWLEDGE EXPLORATION-A CASE STUDY ON THE COLLECTIVE CHOREOGRAPHY	Lijuan Yu Ao Chen	Graduate School of Chinese, Panyapiwat Institute of Management
53	Management	Chinese	AN EMPIRICAL STUDY ON THE IMPACT OF ORGANIZATIONAL JUSTICE ON THE INTENTION TO RETAIN EMPLOYMENT MEDIATED BY ORGANIZATIONAL COMMITMENT	Tingting He Renyuan Nong	Graduate School of Chinese, Panyapiwat Institute of Management
54	Management	Chinese	LITERATURE REVIEW ON HUMAN RESOURCE MANAGEMENT OF SCIENTIFIC RESEARCH IN COLLEGES AND UNIVERSITIES IN CHINA	Shangxia Huang	Graduate School of Chinese, Panyapiwat Institute of Management
55	Management	Chinese	PROFESSIONAL SELF-IDENTITY OF HOSPITALITY MANAGEMENT STUDENTS——EMPIRICAL ANALYSIS BASED ON P UNIVERSITY	Jian Li Hongyan Shang	NANJING TECH UNIVERSITY PUJIANG INSTITUTE
56	Management	Chinese	THE CONSUMPTION BEHAVIOR OF “INVISIBLE POVERTY-STRICKEN POPULATION” UNDER THE MODERN CONSUMERISM CULTURE	Yifan Wang	Graduate School of Chinese, Panyapiwat Institute of Management
57	Management	Chinese	THE IMPACT OF ORGANIZATIONAL CAREER MANAGEMENT ON THE NEW GENERATION EMPLOYEE’S LOYALTY IN PRIVATE ENTERPRISE——PERCEIVED ORGANIZATIONAL SUPPORT AS A MEDIA OR	Xiye Ma	Graduate School of Chinese, Panyapiwat Institute of Management
58	Management	Chinese	THE MECHANISM OF ENTERPRISE TRAINING ON EMPLOYEE PERFORMANCE	Yiran Xiong Xiaojun Zhan	Graduate School of Chinese, Panyapiwat Institute of Management
59	Management	Chinese	THE MODERATING EFFECTS OF CORPORATE RADICAL AND CONSERVATIVE STRATEGIES ON THE RELEVANCE OF FOUNDER CONTROL AND CORPORATE PERFORMANCE	Chen Hui	Graduate School of Chinese, Panyapiwat Institute of Management
60	Management	Chinese	THE PROBLEMS OF KNOWLEDGE MANAGEMENT IN SMALL ENTERPRISES——TAKING R ENTERPRISE AS AN EXAMPLE	Chao Wang Zhaoqi Peng	Graduate School of Chinese, Panyapiwat Institute of Management
61	Management	English	A DRUM CIRCLE AS A TRAINING FOR INNOVATIVE WORKPLACE	Kyoko Kato Yutaka Hasegawa	College of Engineering and Design, Shibaura Institute of Technology (SIT) College of Music, Ferris University
62	Management	English	FACING COVID-19 PANDEMIC: AIUB STRATEGY	Mohammad Rafiqul Islam Talukdar Rezbin Nahar Farheen Hassan	AIUB Business School – Faculty of Business Administration, American International University-Bangladesh (AIUB), Dhaka-Bangladesh

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63	Social Sciences and Humanities	Chinese	AN EMPIRICAL ANALYSIS OF THE RELATIONSHIP BETWEEN PERCEIVED RISK, GREEN TRUST, AND GREEN PRODUCT PURCHASE INTENTION	Jinyan Chen	Graduate School of Chinese, Panyapiwat Institute of Management
64	Social Sciences and Humanities	Chinese	ANALYSIS ON THE HIDDEN COMPLEXITY IN CHINESE SERIAL VERB CONSTRUCTION	Siriwan Sanyakul Tan	Bangkok University
65	Social Sciences and Humanities	Chinese	APPLICATION OF WE MEDIA MARKETING IN ENTERPRISE RELATIONSHIP MARKETING	Linbo Chen	Graduate School of Chinese, Panyapiwat Institute of Management
66	Social Sciences and Humanities	Chinese	CHINESE LANGUAGE USAGE IN PROVIDING SERVICE TO CHINESE PATIENTS IN THE HOSPITAL OF BANGKOK AREA	Supichaya Chaichotiranant Nophawan Srikhet Jidapat Srisont Zhaowei Su Anqi Liu	Faculty of Liberal Arts, Panyapiwat Institute of Management Faculty of Business Administration, Panyapiwat Institute of Management Shaanxi Yulin Boren Enterprise Manage Development Co., Ltd.
67	Social Sciences and Humanities	Chinese	CHINESE WRITING ERROR ANALYSIS OF NAKHON PATHOM RAJABHAT UNIVERSITY STUDENTS AND TEACHING STRATEGY	Ying Han Natrudee Pankitwanitjalearn	Chinese Department, Faculty of Humanities and Social Science, Nakhon Pathom Rajabhat University
68	Social Sciences and Humanities	Chinese	CONSUMERS' MOTIVATION OF HEALTH AND WELLNESS TOURISM IN CHINA	Kaihua Yang Jiaojiang Luo Pingzhen Wu	Graduate School of Chinese, Panyapiwat Institute of Management School of Business,Wuhan University
69	Social Sciences and Humanities	Chinese	CORPORATE PERFORMANCE, MARKET COMPETITION, AND CORPORATE ENVIRONMENTAL INVESTMENT	Qin Yang	Graduate School of Chinese, Panyapiwat Institute of Management
70	Social Sciences and Humanities	Chinese	CREEPING EVOLUTION OF VISEGRAD GROUP AGAINST A CHANGING EU	KEFENG XU	University of Szedeg
71	Social Sciences and Humanities	Chinese	EMPIRICAL ANALYSIS ON CREDIT RISK OF CHINA'S LISTED COMPANIES BASED ON KMV LOGIT MIXED MODEL	Zhaohui Yang Yun Gu	Graduate School of Chinese, Panyapiwat Institute of Management University of Exeter
72	Social Sciences and Humanities	Chinese	FROM REFUSING CIVILIZATION TO EMBRACING CIVILIZATION: THE CHANGE OF SURVIVAL STRATEGIES OF QIANG ETHNIC GROUP IN CHINA	Siying Tan	Chongqing University of Arts and Sciences
73	Social Sciences and Humanities	Chinese	INDIVIDUAL KNOWLEDGE ABSORPTIVE CAPABILITY AFFECTING COMPANY KNOWLEDGE CREATION CAPABILITY THROUGH KNOWLEDGE INTEGRATION	Pornthip Tantivisethsak Ao Chen	Graduate School of Chinese, Panyapiwat Institute of Management
74	Social Sciences and Humanities	Chinese	MARKETING STRATEGY OF MEDICAL EXAMINATION CENTER SERVICE IN PUBLIC HOSPITALS----- TAKE Y HOSPITAL PHYSICAL EXAMINATION CENTER IN GUANGXI AS AN EXAMPLE	Qing Chen	Graduate School of Chinese, Panyapiwat Institute of Management
75	Social Sciences and Humanities	Chinese	SUMMARY OF EMPLOYEE HAPPINESS	Jing Zhang Qidi Jiang	Graduate School of Chinese, Panyapiwat Institute of Management Peking University
76	Social Sciences and Humanities	Chinese	THE COLLEGE STUDENTS' SATISFACTION WITH POVERTY ALLEVIATION POLICY: A CASE STUDY OF TONGREN KINDERGARTEN TEACHERS COLLEGE	Zhenglang Zhao Yishu Liu Pingzhen Wu	Panyapiwat Institute of Management
77	Social Sciences and Humanities	Chinese	THE COMMUNICATION STRATEGY OF BLT ORGANIZATION LEADERS	Zhuang Yi Pingzhen Wu	Graduate School of Chinese, Panyapiwat Institute of Management
78	Social Sciences and Humanities	Chinese	THE FACTORS AFFECTING THE INDUSTRIALIZATION OF GUANXI ETHNIC MUSICAL AND DANCE CULTURE	Wenjuan Kuang Zengfang Zhao	Graduate School of Chinese, Panyapiwat Institute of Management BaiseUniversity
79	Social Sciences and Humanities	Chinese	THE IMPACT OF BOARD CHAIRMAN CAREER HORIZON ON CORPORATE PERFORMANCE BASED ON THE EMPIRICAL RESEARCH OF CHINESE LISTED COMPANIES WITH GROWTH ENTERPRISE MARKET	Jiajia Xin	Graduate School of Chinese, Panyapiwat Institute of Management
80	Social Sciences and Humanities	Chinese	THE IMPACT OF COMPENSATION PERFORMANCE INCENTIVE MECHANISM ON LOAN RECOVERY RATE OF SMALL LOAN COMPANIES -- BASED ON THE EMPIRICAL ANALYSIS OF B SMALL LOAN COMPANY IN W DISTRICT OF T CITY IN CHINA	Jie Wu Zhaoqi Peng Miao Yu	Graduate School of Chinese, Panyapiwat Institute of Management
81	Social Sciences and Humanities	Chinese	THE IMPACTS OF THE BOARD SOCIAL ON FIRM INNOVATION PERFORMANCE IN CHINESE LISTED COMPANIES	Jingyi Li	Graduate School of Chinese, Panyapiwat Institute of Management

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82	Social Sciences and Humanities	Chinese	THE INFLUENCE OF BRAND NOSTALGIA MARKETING STRATEGY ON CUSTOMER REPURCHASE INTENTION IN PET CHAIN STORE	Yangyang Fu	Graduate School of Chinese, Panyapiwat Institute of Management
83	Social Sciences and Humanities	Chinese	THE INFLUENCE OF ETHICAL LEADERSHIP ON EMPLOYEES' ORGANIZATIONAL CITIZENSHIP BEHAVIOR: THE MEDIATING EFFECT OF ORGANIZATIONAL IDENTIFICATION	Ying Gong Xiaojun Zhan	Graduate School of Chinese, Panyapiwat Institute of Management
84	Social Sciences and Humanities	Chinese	THE INFLUENCE OF ONLINE SHOPPING PLATFORM CSR ON CONSUMERS' PURCHASE INTENTION	Haiyang Jiang	Graduate School of Chinese, Panyapiwat Institute of Management
85	Social Sciences and Humanities	Chinese	THE INFLUENCE OF ORGANIZATIONAL CLIMATE ON EMPLOYEE TURN OVER INTENTION: MEDIATING ROLE OF PERCEIVED ORGANIZATIONAL SUPPORT	Kaihua Yang	Graduate School of Chinese, Panyapiwat Institute of Management
86	Social Sciences and Humanities	Chinese	THE INFLUENCE OF ORGANIZATIONAL POLITICAL PERCEPTION ON EMPLOYEES CAREER SUCCESS	Yaoli Huang	Graduate School of Chinese, Panyapiwat Institute of Management
87	Social Sciences and Humanities	Chinese	THE INFLUENCE OF PERCEIVED VALUE ON FRESH PRODUCTS ONLINE SHOPPING INTENTION -- AN EXAMPLE OF JINGDONG FRESH FOOD WEBSITE	Yang Li	Graduate School of Chinese, Panyapiwat Institute of Management
88	Social Sciences and Humanities	Chinese	THE INFLUENCE OF PROMOTION ACTIVITIES ON SALES PERFORMANCE OF SJ ENTERPRISES	Shihao Yang Yupeng Gong	Graduate School of Chinese, Panyapiwat Institute of Management Panzhuhua University
89	Social Sciences and Humanities	Chinese	THE INFLUENCE OF TRANSFORMATIONAL LEADERSHIP ON EMPLOYEES' KNOWLEDGE SHARING BEHAVIOR	Lijun Zhou Cheng Zhou	Panyapiwat Institute of Management Tongren College
90	Social Sciences and Humanities	Chinese	THE INFLUENTIAL FACTORS OF THE COMPLETION OF CHINESE SOEs MIXED-OWNERSHIP TRANSACTION—BASE ON PRINCIPAL-AGENT THEORY AND INSTITUTIONAL THEORY	Heng Yang	Panyapiwat Institute of Management GuiZhou University of Finance and Economics
91	Social Sciences and Humanities	Chinese	THE MARKETIZATION PROCESS AND THE USE EFFECT OF GOVERNMENT SUBSIDY FUNDS-- TAKING LISTED COMPANIES AS AN EXAMPLE	Qiaoqing Lin Liming Zhang	Graduate School of Chinese, Panyapiwat Institute of Management
92	Social Sciences and Humanities	Chinese	THE PATH OF FARMERS' INCOME GROWTH IN HUBEI PROVINCE	Shaohua Hu Lu Tong	Hubei university of science and technology
93	Social Sciences and Humanities	Chinese	THE RELATIONSHIP AMONG DESTINATION IMAGE, TOURISM MOTIVATION, AND BEHAVIOR INTENTION BASED ON WEISHAN ANCIENT CITY	Xuan Li	Graduate School of Chinese, Panyapiwat Institute of Management
94	Social Sciences and Humanities	Chinese	THE RELATIONSHIP BETWEEN PSYCHOLOGICAL CONTRACT AND PROFESSIONAL CONTRIBUTION OF HIGH-TECH EMPLOYEES--A CASE STUDY OF SHANDONG M COMPANY	Xueying Li	Graduate School of Chinese, Panyapiwat Institute of Management
95	Social Sciences and Humanities	Chinese	THE RELATIONSHIP BETWEEN SERVICE INNOVATION AND PERFORMANCE OF HANGZHOU THIRD PARTY LOGISTIC COMPANY OF CHINA	Yuanyuan Sun	Graduate School of Chinese, Panyapiwat Institute of Management
96	Social Sciences and Humanities	Chinese	THE TOURISM SUPPORT WILLINGNESS OF RESIDENTS IN LUGU LAKE, SICHUAN, YUNNAN, CHINA AND INFLUENCE FACTORS—UNDER THE PERSPECTIVE OF WEBER'S VALUE RATIONALITY	Tiezhi Gepo Long Ye	Graduate School of Chinese, Panyapiwat Institute of Management
97	Social Sciences and Humanities	Chinese	AN EMPIRICAL STUDY ON THE RELATIONSHIP BETWEEN CORPORATE SOCIAL RESPONSIBILITY AND ORGANIZATIONAL IDENTIFICATION OF E-COMMERCE ENTERPRISE: THE MODERATING EFFECT OF COLLECTIVISM	Linwei Xu	Graduate School of Chinese, Panyapiwat Institute of Management
98	Social Sciences and Humanities	Chinese	THE INFLUENCE OF IN STORE EXPERIENCE ON CONSUMERS' IMPULSE BUYING BEHAVIOR IN AN X COSMETICS SHOP	Chang Yu	Graduate School of Chinese, Panyapiwat Institute of Management
99	Social Sciences and Humanities	Chinese	THE INFLUENCE OF LEADERSHIP AGGRESSION ON TURNOVER INTENTION OF POST-90S EMPLOYEES	YIFAN TU	Graduate School of Chinese, Panyapiwat Institute of Management
100	Social Sciences and Humanities	English	DISTRIBUTIONAL-BASED ANALYSIS FOR HEALTH CARE INSURANCE CLAIM DATA	Suchinda Phinitchai Natakon Nawaratana Jessada Tanthanuch	Suranaree University of Technology
101	Social Sciences and Humanities	English	ENTREPRENEURIAL ORIENTATION AND MARKET ORIENTATION IN THE FRANCHISING BUSINESS: THEORETICAL CONCEPT	Asst. Prof. Arunee Lertkornkitja	Stamford International University