



Opening Ceremony Schedule  
 "The 3rd International Conference in Management, Innovation,  
 Economics and Social Sciences (ICMISS) 2022"  
 19-20 February 2022



At University Council Meeting Room building 31, 5th floor, time 08.00 a.m. - 04.00 p.m. (in Thailand)

Online Via Zoom Application

Date	Time	Activites	Place
19 February 2022	08.30 - 09.00 a.m.	Register	Zoom University Council Meeting Room
	09.00- 09.15 a.m.	<b>Opening speeches by</b> Asst. Prof. Dr. Suwaree Yordchim <i>Vice-President for Research and Development, Suan Sunandha Rajabhat University</i> Assoc. Prof. Dr. Bundit Pungnirund <i>Dean of College of Innovation and Management</i>	
	09.15 - 09.40 a.m.	<b>Speeches by co-host representatives from</b> <ul style="list-style-type: none"> <li>- Sanmenxia Polytechnic, People's Republic of China</li> <li>- Haikou University of Economics, People's Republic of China</li> <li>- Sichuan Minzu College, People's Republic of China</li> <li>- Aba Teachers University, People's Republic of China</li> <li>- Quanzhou Normal University, People's Republic of China</li> <li>- Longyan University, People's Republic of China</li> <li>- Chongqing University of Posts and Telecommunications, People's Republic of China</li> <li>- Ya'an Polytechnic College, People's Republic of China</li> <li>- Guangzhou College of Commerce, People's Republic of China</li> <li>- Chihlee University of Technology, Republic of China</li> <li>- Chinese Culture University, Republic of China</li> <li>- Ipekyolu International Student Association, Turkey</li> </ul>	
	09.40 - 10.45 a.m.	<b>Keynote speeches by</b> Prof. Dr. Murat Yulek, <i>Rector of OSTİM Technical University, Ankara, Turkey</i>  Prof. Dr. Mario Glowik, <i>Professor of International Strategic Management, Hochschule Fuer Wirtschaft and Recht (HWR), Berlin School of Economics and Law Faculty of Business and Economics</i>	

	10.45 a.m.- 04.00 p.m.	<b>Online presentation sessions, International Conference, 2021</b> 1. Session 1 Asst. Prof. Dr. Muhammad Shahid Khan (SSRU, Thailand) 2. Session 2 Asst. Prof. Dr. Majid Khan (Nust Business school, Pakistan) 3. Session 3 Asst. Prof. Dr. Farrukh Iqbal (Shenzhen MSU-BIT, Chinn) 4. Session 4 Rahizah Binti Sulaiman (Unitar, Malaysia) 5. Session 5 Yi Hua Wu Beijing (Institute of Technology, China)	Online presentation sessions
20 February 2022	08.00 a.m. - 04.00 p.m.	<b>Conference Workshop: Introduction to NVIVO, SPSS, SMART-PLS, AMOS, MENDELELEY and ZOTERO</b> Speaker by Asst. Prof. Dr. Muhammad Shahid Khan (PhD)	



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ID 421 890 4446 ROOM 1

Activities	No.	ID	Title	Presenter
<p>International present (23 articles)</p> <p>Chairman <i>Asst. Prof. Dr. Muhammad Shahid Khan</i> (SSRU, Thailand)</p> <p><u>Zoom Login Room 1</u> ID: 421 890 4446 Password: 1234</p> <p>10.45 a.m. - 04.00 p.m.</p>	1	31	Innovation of Lifelong Learning for Vulnerable Groups under The Impact of Covid-19: Evidence from China	Dong Wang
	2	29	On the Innovation of Financial Management in E-commerce Enterprises	Mengjing Hao
	3	32	Research on the New Motivation of the Public to Choose Religious Tourism Destination	Zhenyang Lyu
	4	33	Innovation of Behavioral Psychology in Human Resource Management	Li Sun
	5	38	On the Impact of Tour Guide Service Quality Innovation on the Development of Tourism Industry——Taking Harbin City, Heilongjiang Province, China as an Example	Zhicheng Yu
	6	35	Business Model for Innovation Supported by Policy Conditions: Case Study of...X..Company in China	Xiong Ran
	7	36	Research on Innovative Approaches of Human Resource Management for Enterprise Development in Digital Era	Yuechuan Tang
	8	37	Study on Innovation of Employee Training System of B Company	Qiang Hao
	9	40	Research on Community O2O New Retail Model Innovation in Fresh Industry	Sihan Wang
	10	41	Discussion on Innovative Ways of Medical Chinese Teaching for Foreign Students Majoring in Medicine in Higher Vocational Colleges --Take Tongren Vocational and Technical College as an Example	Xue Yang

Activities	No.	ID	Title	Presenter
	11	42	Innovation Mode of Hotel Management under the Background of the Internet	Wenping Yang
	12	43	Research on the Innovation of Employment Management in Colleges and Universities from the Perspective of System Engineering	Yuan-Yuan Zhao
	13	44	New form of Education under the COVID-19 Pandemic——Online Education	Jian Ma
	14	45	Health Management of Diabetes - Health Care under the Internet	Yanan Zhao
	15	46	Employee Attendance Application Based on Dynamic Face Recognition	Jinghui Zhao
	16	47	Innovative Management of Small and Medium-Sized Enterprises on Chinese Cross-Border E-commerce Platforms	Yue Li
	17	49	The Influence of Error Management Climate on the Innovative Behavior of Generation Z Employees	Jingya Bai
	18	50	Development and Management Innovation of Human Resource Management in Small and Medium-Sized Enterprises	Juan Wu
	19	51	Research on the Innovation of Human Resources Management under COVID-19	Jiawen Li
	20	52	Innovative Management of Elderly in Urban Community Care Unit of Haining City, China	Longfei Sun
	21	174	Understanding the Use of Social Media for Business: An Application of the UTAUT2 Model	Suchart Tripopsakul
	22	175	Opinions on Marketing Mix Factors Influencing Service Selection at Grand Ballondo'r Football Club in Bang Khae, Bangkok	Asavin Jindaanunyoth
	23	177	COVID-19 and an Opportunity for Creativity in Language Classrooms	Salinee Antarasena



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ID 316 459 8334 ROOM 2

Activities	No.	ID	Title	Presenter
International present (22 articles)  Chairman <i>Dr. Majid Khan</i> <i>(Nust Business School Pakistan)</i>  <u>Zoom Login Room 2</u> ID: 316 459 8334 Password: 1234 10.45 a.m. - 04.00 p.m.	24	53	Research on High-tech Innovation Management of Chinese Enterprises	Jinghan Su
	25	57	Analysis of the Innovation Direction of Xiaomi Smart Home Business Model under the Internet	Sheng Yang
	26	59	Research on Marketing Micro Innovation Strategy of Small and Medium-Sized Enterprises	Liu Xiao Juan
	27	60	Research on Innovation of Private Enterprise Management Mode in Big Data Era	Fan Pengyu
	28	66	Research on Enterprise Marketing Strategy Innovation under "Sharing Economy" Environment	Yehui Lang
	29	68	Research on marketing innovation in the mobile phone industry:A case of Xiaomi smartphone in China	Huiting Zhang
	30	73	Research on Consumer Personalized Experience and Privacy Concerns in the Digital Era	Chen Shaozi
	31	74	Research on The Innovation of Marketing Strategies of China Grand Canal Museum	Longsha Zhao
	32	75	Building Construction Innovation Management and Green Construction Management Mode	Fudong Tian
	33	76	A Look Back and Look Ahead on China's Transition Towards a Knowledge-Based Economy	Xie Qiang
	34	77	Promotion and Analysis of New Media Marketing on Enterprise Management Innovation	Shihao Li
	35	78	An Empirical Study on the Relationship Between Technological Innovation and Firm Performance	Jingxuan Sun
36	79	Research on the Industry-University-Research Linkage and Innovative Talent Training Mode from the Perspective of Human Capital	Xianting Yuan	

Activities	No.	ID	Title	Presenter
	37	81	Research on Employment and Entrepreneurship Education System in Universities from the Perspective of "Internet +" Innovation and Entrepreneurship Competition	An An Wang
	38	82	Person-Organization Fit and Person-Supervisor Fit as Mediators of the Relationship Between Transformational Leadership and Employee's Creative Behavior in Real Estate Companies	MuYi Yang
	39	83	The Development of Cross Border E-commerce in China	Jie Li
	40	84	Capital Investment Analysis for the Product of Startup Company Case Study: The Detecting Program for Traffic Light Violation	Piyada Daowadueng
	41	85	Innovative Management of China's Forestry Economic Development	Wei Bian
	42	86	Reform and Innovation of Urban Management in the Internet + Era	Wanqiu Du
	43	87	An Empirical Research of Online Learner-learner Interaction Moderating Effect on Continued Intentions of Online Learning Based on the TAM Model	Wenguo Liao
	44	176	On the Innovation of Digital Marketing in Contemporary Enterprises	Yicheng Fan
	45	178	Management Elements for Excellence Basic Educational School	Tanawat Srisirawat



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ID 825 952 4289 ROOM 3

Activities	No.	ID	Title	Presenter
International present (22 articles) Chairman Dr. Farrukh Iqbal (Shenzhen MSU-BIT China)  <u><a href="#">Zoom Login Room 3</a></u> ID: 825 952 4289 Password: 1234 10.45 a.m. - 04.00 p.m.	46	89	Research on the Improvement of Human Capital of Left-behind Women in Guangxi Rural Areas under the Background of Rural Revitalization Strategy	Jun Hu
	47	90	Designing of Medical Resource Distribution for Hospitals in Nakhonratchasima Province	Witchapon Pontuethanagoon
	48	93	Analysis of the Ways to Improve Innovation and Entrepreneurship Education in the Era of Big Data	Tang Rou
	49	95	Research on the Impact of Green Innovation on Enterprise Economic Performance	Xiaodan Luo
	50	97	Research on the Transformation Mode of Enterprise Financial Management under the Background of Digital Economy	Hanlei Ma
	51	98	Research on the Construction and Management of Basic Teaching Organizations Based on Teaching and Research Sections in Colleges and Universities	Meijiao Shi
	52	101	Organizational Opportunities Brought about by Business Model Innovation	Xiaoyang Li
	53	102	The Competitiveness of Coffee Industry in Yunnan Province of China	Yaping Zhao
	54	104	Live Streaming with Goods in the New Media Era - Taobao as an Example	Zuyin Zhang
	55	105	Investigation and Countermeasures on Psychological Health Management of Middle School Students with Financial Difficulties	Langyun Yan
56	106	The Relationships Among Experiential Marketing, Factors of Choosing to Study Abroad, Satisfaction, and Purchase Intention: An Example of the Xinyifang Education & Technology Company in	Ran An	

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			China	
	57	107	To Develop an Innovation Management Strategy for Traditional Bookstores	Yu Nie
	58	109	Research on the Mechanism and Strategy of Enterprise Management Innovation: Based on the Perspective of Digital Economy	Xiaofang Xiong
	59	111	Management Strategies of New Special Education Specialty Construction in Chinese Universities Based on SWOT Analysis	Xiaolan Ma
	60	112	Research on the Practice of Knowledge Talent Management -- IT Enterprise in Hengqin (China)	Lihui Huang
	61	114	Competency Model Application in the Functions of Manufacture and Quality Control : Middle Managers in a Manufacturing China Company	Shuzhi Yu
	62	115	Innovative Design Thinking on Traditional Watches with Wearable Technologies	Chen Chukui
	63	117	Reflections and Suggestions on Chinese Summer Camp Teaching Mode	Ma LiYa
	64	118	An Investigation into the Influential Factors that Impact Consumer Decision-Making among Prospective Chinese Students who will Study Abroad for Ph.D.	Shixin Zhao
	65	119	The Influence of Mentoring System on Tacit Knowledge Management	Tianheng Yan
	66	179	The Effect of Public Service Motivation on Public Employees' Innovative Behavior in China	Qiu Wang
	67	180	The Literature Review on Transformational Leadership and Job Satisfaction	Naphob Chaisuphanat





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ID 953 644 5274 ROOM 4

Activities	No.	ID	Title	Presenter
<b>International present</b> <b>(21 articles)</b> <b>Chairman</b> <i>Miss Rahizah Binti Sulaiman</i> <i>(Unitar, Malaysia)</i> <u>Zoom Login Room 4</u> <b>ID: 953 644 5274</b> <b>Password: 1234</b> <b>10.45 a.m. - 04.00 p.m.</b>	68	120	The Risk Impact of Covid-19 on Global Production Networks -- Supply Chain Management Strategy in the Post Epidemic Era	Zhengkai Chen
	69	121	Innovative Human Resource Management during the COVID-19 : Compensation Incentive Approach	Gao Li yan
	70	122	The Influence of Human Capital on Future Organizational Innovation Development under "Double Reduction" Policy	Dongxia Ma
	71	123	The Development and Direction of Logistics Industry under COVID-19	Zhihui Wang
	72	125	The Development of Higher Vocational Education and Regional Economy in China	Liangyi Duan
	73	126	Development Trend of Economic Management in the Era of Big Data	Yuanqing Zhang
	74	127	Innovation and Application of Human Capital in Enterprises	Haishan Shen
	75	128	Research on Human Resource Management in Enterprises	Jun Wang
	76	129	Study on the Relationship Between Knowledge Management Ability and Enterprise Innovation Performance	Weixing Shi
	77	131	The Importance of Human Capital Management	SaiNan Wang
	78	132	Innovative Management of the Elderly Care Industry in China's Health and Elderly Care Industry	Mengjie guo
79	134	Transformation of Human Capital Management Function in Internet Era	Yaping LI	
80	135	On the Importance of Human Resources to China's Economy	Liu Ruiyan	

Activities	No.	ID	Title	Presenter
	81	136	Research on the Incentive Mechanism of SME Core Employees	Xiao Hui Zhai
	82	137	Research on the Product Development Strategy of a Large Group Enterprise	Deyang Li
	83	139	The Importance of Human Resource Management	Siqi Li Michelle
	84	140	Analyze the Role and Application Strategy of Emotion Management in Enterprise Human Resource Management	Man Li
	85	141	A Study of China's Characteristic Management Experience in Covid-19	Jing Yang
	86	142	How Small and Micro Businesses to Minimize the Impact of COVID-19	Zhaohua Gao
	87	143	How to Turn Human Resources Into Human Capital	Xiaolu Yu
	88	185	The Literature Review on Innovative Work Behavior and Organization Performance	Pathada Chaisuphanat



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ID 717 711 5142 ROOM 5

Activities	No.	ID	Title	Presenter
<b>International present</b> <b>(23 articles)</b>  <b>Chairman</b> <b>Yi Hua Wu Beijing</b> <b>(Institute of Technology, China)</b>  <u><a href="#">Zoom Login Room 5</a></u> <b>ID: 717 711 5142</b> <b>Password: 1234</b> <b>10.45 a.m. - 04.00 p.m.</b>	89	145	On the Conflict between Domestic Embedded Companies and Foreign Multinational Companies	Haiping Zhou
	90	146	The Current Situation of Enterprise Human Capital Management and Ideas for Improvement	XinZhe Li
	91	147	Employee Stock Ownership and Corporate Performance Improvement	Yi Zeng
	92	148	Bibliometric Analysis on Coordinated Development of Ecology and Industry	Shiyang Wang
	93	149	The Impact of Big Data on Human Resource Management of E-Commerce Enterprises Take Jingdong as an Example	Jie Zhang
	94	150	Analysis of Innovation Management Mode	Zhiguo gan
	95	151	Research on Human Resource Training of Small and Medium-sized Enterprises in China	Jun Liu
	96	152	Problems and Countermeasures of Human Resource Management in High-Star Hotel	Yan Zhang
	97	153	Research on Ethics of Human Resource Management in Chinese Enterprises	Bohao zhang
	98	154	Research on Management Methods of Enterprise Technological Innovation Scheme	Haiyun Luo
	99	155	Research on the Function of Human Resource Management in Enterprise Strategic Reform	Hui Zhang
	100	156	How to Retain Talents in Enterprise Human Capital Management	LI ZhuoPing
	101	158	Research on the Importance of Human Efficiency Management System to Enterprise Listing	Yanjun Liu
102	159	Research on the Importance of Innovation Management under the New Environment	Ran Lu	

Activities	No.	ID	Title	Presenter
	103	161	Research on the Current Situation, Problems and Countermeasures of Human Resources Management in Private Hospitals	Wang xiaoyu
	104	162	Research on Customer Relationship Management in Inspection and Certification Industry - Taking a Company as an Example	Ling Wang
	105	163	Discussion on the Basic Government Services Mode under Digital Government	Wei Sun
	106	166	From Human Capital Management Perspective: A Comparative Study on the Employment Rights of the Floating Population with Agricultural and Non-Agricultural Hukou	Xinxin Wang
	107	167	Innovative Management Concept of Human Resource Management	Haili Cheng
	108	172	Research on the Impact of Government Human Capital Investment on Economic Growth	Changyu Liu
	109	99	Experiential Marketing Strategy Research of Starbucks	Fei Zheng
	110	168	Investigation and Analysis of English Learning Status of Medical Students -- A case Study of Nursing Undergraduate Major in a University	Yang Guanying
	111	171	Promote the Development of Zhengzhou Science and Technology Service Industry with the Improvement of Innovation Ability as the Core	Jing Chen