

International Conference: Room 11-402

Time	Title	Name
08.30 - 09.30	Conference registration	
09.30 - 10.00	Opening ceremony	
10.00 - 10.15	The Comparative Study of Business Performance for Textile Industry Utility System in Thailand, Bangladesh, Vietnam and Pakistan by B Company Score	1 Ou, Liang-Chang
10.15 - 10.30	Service Marketing Mixes Affecting Chinese Undergraduate Passengers' Airline Satisfaction for the Route to Thailand	2 Natetip Surasirikul Krit Witthawassamrankul
10.30 - 10.45	RESEARCH ON PRODUCT MARKETING STRATEGY OF DALI ZHIKANG TEA REFINERY	3 JUAN WANG
10.45 - 11.00	Innovative Marketing Strategy for Furniture Company ——The Case of Mengzhen Redwood Company	4 Jian Zhao
11.00 - 11.15	The Influence of Social Network and Employee Self-initiated Behavior on Corporate Performance	5 Yingyue Yang
11.15 - 11.30	Research on the Impact of Policy Support on Chinese College Students	6 ZHENGYI GUO
11.30 - 11.45	A STUDY ON THE BRAND BUILDING OF CULTURAL ANCIENT CAPITALTOURISM "TAKE GAO GURUI CULTURAL ANCIENT CAPITAL JI'AN" AS AN EXAMPLE	7 Shenmin Xu
11.45 - 12.00	Research on the Impact of Transformational Leadership on the Voice Behavior: Leader-Member Exchange as Mediating Variable	8 PAN ZHENGTING

International Conference: Room 11-402

Time	Title	Name
12.00 - 12.15	Research on the Relations among Organization Culture Identity and Turnover Intention--Taking Nanning's Private Teachers as an Example	9 Weiwang Huang
12.15 - 12.30	A Study on the Management and Marketing Strategies of Automotive Component Industry Transformation from OEM to ODM – The Case of T Company	10 Ya Ting Huang
12.30 - 12.45	A Comparative Study between Overseas Purchasing Marketing Model and Traditional Marketing Model	11 Pan Shaoxian
12.45 - 13.00	A STUDY ON THE ATTRACTION OF FRONTIER TOURISM IN FANGCHENGGANG CITY, GUANGXI, CHINA	12 Hong Yu
13.00 - 13.15	B-SLIM Model: An Answer to Achieve in Teaching and Learning English Language for Communication	13 Gessanee Maneerutt Krunlawat Punnavichitra