CONFERENCE SCHEDULE (Session)

The 16th National and International Conference

"Global Goals, Local Actions: Looking Back and Moving Forward 2024"

20 March, 2024

Activities	Number	Title	Presenter	Time
International present (1)	1	The Impact of Marketing Mix, Word of Mouth, and Customer Expectations	Ms.Inkarat	10.30 a.m.
Business Session (13 articles)		Towards Customer's Purchasing Decision in Choosing Restaurants in Bangkok	Thowrungraung	
	2	The Impact of Work Environment, Teamwork, And Employee Stress	Mr.Phongsakorn Pinnate	10.45 a.m.
Chairman		Factors Towards Organization Performance in Company A Located in		
1. Assoc. Prof. Dr. Suthinan Promsuwan		Rayong, Thailand		
2. Asst. Prof. Dr. Opas Piansoongnern	3	The Impact of Welfare, Work Life Balance, And Work Environment Factors	Ms.Siwapich	11.00 a.m.
		Towards Job Satisfaction in Company A That Located in Pathum Thani,	Ouppa-Bongse	
Moderator		Thailand		
Miss Chidapha / Mr.Kittitach	4	The Impact of Brand Awareness, Social Media Influence, and Marketing	Ms.Mya Thet Chal	11.15 a.m.
		Mix Factors Towards Consumers' Purchasing Decisions of Skincare		
Zoom Login 10.30 a.m2.45 p.m.		Products in Bangkok		
	5	The Impact of Marketing Mix, Digital Marketing, and Word of mouth	Ms.Khine Thitsar Kyaw	11.30 a.m.
		towards Consumers' Purchasing Decisions in Online Food Delivery Services		
Zoom Meeting ID: 944 5890 7993		in Yangon, Myanmar		
Passcode: hR29G~7X	6	The Impact of Organizational Learning, Corporate Culture and	Ms.Hsu Myat Naing	11.45 a.m.
Breakout Room: International1		Transformational Leadership Towards Organizational Innovation of the		
Please use log in name		Animal Feed Industry in Myanmar		
Inter1-(name) Ex. Inter1-Inkarat	7	Unveiling Organizational Success in Bangladesh's Hospitality	Ms.Jazrin Annan	1.00 p.m.
	8	Impact of Organizational Innovation, Communication, and Structure on	Mr.Parma Nand Mishra	1.15 p.m.
		Employee Engagement in the Indian Corporate Sector		
	9	The Construction of Optimal Portfolios of Traditional Investment and	Mr.Thu Ta Naing	1.30 p.m.
		Alternative Investments		



Activities	Number	Title	Presenter	Time
International present (1)	10	The Impact of Paid Media, Owned Media, And Earned Media Towards the	Mr.Martin Santos	1.45 p.m.
		Purchase Decision on Health Food Supplements of Millennials and Gen Zs		
		In Bangkok, Thailand		
	11	The Impact of Electronic Brochure Concerns, Social Media In-Feed	Ms.Arada Panmueang	2.00 p.m.
		Advertising, And Traditional Media Towards Customer Purchase Intention		
		on Mobile Phone of Millennials in Bangkok, Thailand		
	12	The Impact of Digital Workplace Transformation, Remote Working and	Ms.Saung Hnin Moe Moe	2.15 p.m.
		Working Environment Towards Employee Performance Throughout the		
		Covid-19 Pandemic in Interior Industry in Bangkok		
	13	The Influence of Organizational Culture, Work Itself Factors, and Individual	Ms.Naw May Mya Lwin	2.30 p.m.
		Motivation Factors Toward Employees' Job Satisfaction in the		
		Pharmaceutical Company a Limited		



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Satisfaction Survey



