

**CAIC
2019**

Insight to Chinese and ASEAN's experience and adaptation

The 1st CHINA-ASEAN International Conference 2019



Bangkok, Thailand | April 03-05 , 2019

CAIC
2019

The 1st China-ASEAN International Conference 2019: Insight to Chinese and ASEAN's Experience and Adaptation

3 to 5 April 2019

Dhurakij Pundit University, Bangkok, Thailand

Organized by



泰国博仁大学中国-东盟国际学院



Co-organizers



Explore. Experience. Excel.



National Chung-Cheng University



Taiwan Ocean University



Table of Contents

THE WELCOME ADDRESS	4
Conference Venue	5
Introduction for Keynote Speakers	6
Introduction for Invited Speakers	9
Agenda	10
Author's Presentation Quick Review	14
Session 1: Business innovation in green, industry, design, and technology	14
Session 2: Business wellness	14
Session 3: New marketing trends	15
Session 4: Global education	15
Session 5: Chinese language research	16
Session 6: Cross-culture and customer	16
Session 7: Enterprise and customer behavior	17
Session 8: Curriculum, family education, and mental health	17
Session 9: Chinese language teaching	17
Session 10: Wellness	18
Session 11: Education Management 1	18
Session 12: Business Administration 1	19
Session 13: Business Administration 2	19
Session 14: Business Administration 3	20
Session 15: Education Management 2	20
Poster session: Day 2 (4 April) 11:30-12:00	21
Poster Presentation	62

THE WELCOME ADDRESS

3 April 2019

Dear presenters and participants,

On behalf of the CAIC 2019 committee, we cordially welcome all of you to DPU to attend this landmark conference on the Insight to Chinese and ASEAN's Experience and Adaptation, co-hosted by the Research Service Centre of Dhurakij Pundit University, Eastern New Mexico University in the U.S., National Chung Cheng University and National Taiwan Ocean University in Taiwan.

The impacts from the economic growth and technology development and advancement of China on the regional and global economy have become interesting topics in academic and business. The "One-Belt-One-Road" strategy of China aims to create new business cooperations and sustained connections between China and other countries and territories. As such, studies of relations between China and ASEAN would explore new insights on and earn tangible benefits for China and the ASEAN nations on business, education, technology, culture, and other aspects.

We want to thank all of the authors who submitted papers to the conference. We also very appreciate the committee members and peer reviewers who are high competence and enthusiasm giving their time and suggestions during the preparation of this conference. They helped us to create this opportunity and the platform that gathers researchers, scholars, industry experts and practitioners, and students to share their up-to-date knowledge and experiences on a wide variety of areas in business innovation, entrepreneurship, marketing, education, cross-cultural studies, wellness, and linguistics and language teaching in Southeast Asian and China.

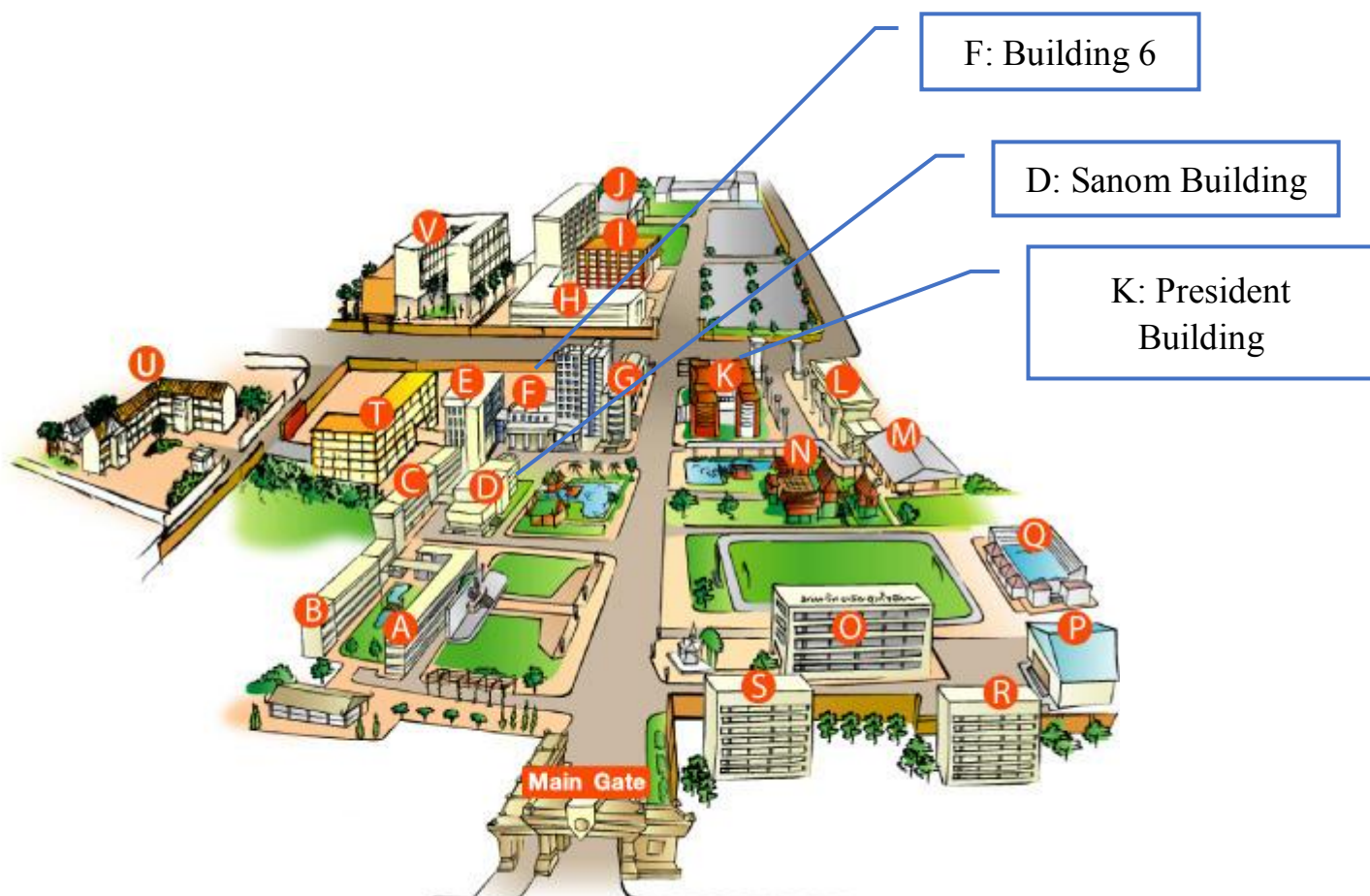
We sincerely hope you will enjoy these three days; in particular, the presentation sessions begin shortly and social networking. May you all be blessed with success and prosperity.

CAIC 2019 Committee

Conference Venue

Dhurakij Pundit University

<http://www.dpu.ac.th/en/>



Instructions for on-site Registration

1. Please print your registration confirmation before you come to the conference.
2. You can also register at any time during the conference.
3. Certificate of Participation will be given after end of your presentation session.
4. Your paper ID will be required for the registration.

Instructions for Oral Presentations

- + Devices Provided by the Conference Organizer:
 - Laptops (with MS-Office & Adobe Reader)
 - Projectors & Screens
- + Materials Provided by the Presenters:
 - Power Point or PDF files (Files should be copied to the conference laptop before the session starts.)
- + Duration of each Presentation (Tentatively):
 - Regular Oral Presentation: 12 to 15 Minutes of Presentation and Q&A based on the session schedule.
 - Keynote speech: 50 Minutes of Presentation, 10 Minutes of Q&A

Instructions for Poster Presentation

- + **Materials Provided by the Conference Organizer:**
 - The place to put poster
- + **Materials Provided by the Presenters:**
 - Home-made Posters
 - Maximum poster size is A1
 - Load Capacity: Holds up to 0.5 kg

Dress Code

Please wear formal clothes or national representative clothing.

Important Note:

The time slots assigned in the schedule are tentative. Presenters are recommended to stay for the whole session in case of any absence.

Introduction for Keynote Speakers



Associate Professor Dr. BAI Bin
Institute of Vocational and Adult Education
Faculty of Education

Asso. Pro. BAI Bin was a visiting professor at University of Bremen in Germany in August, 2014 to August 2015. He completed his Ph.D in Education, major in Educational Technology at School of Educational Technology, Beijing Normal University, China. He has published nearly 50 research articles, books and paper. He has been the academic and research members of the Chinese Adult Education Association (CAEA), the Chinese Society of Vocational and Technical Education (CSVTE), Asian Academic Society for Vocational Education and Training (AASVET) , European Distance and E-learning Network (EDEN), and Chinese Educational Technology Association (CETA). His research interest includes Vocational Education and Training in ASEAN and has published his book entitled “Vocational Education and Training in ASEAN Member States” in 2019.

Title: Will Robots Replace Skilled Workers in Future World in ASEAN countries and China?

Abstract: With the development of information technology and artificial intelligence, more and more work positions are affected by robots. Industry 4.0 and AI technology are changing industrial pattern.

This lecture notices the phenomenon division of labor of different countries in world industry chain. Currently, in the entire industrial chain, compared with the developed countries, ASEAN countries and China is still in the middle and low end. “Cheap and low quality of productions” is the impression to most western people. Our productions are still lack of competition in world market. But with the cost increasing on human resources and the decreasing of demographic dividend, the labor cost in ASEAN countries and China is more and more expensive. How to face the challenging and avoid to become developed countries’ processing factory is an important question.

The keynote speaker gives some cases about labor intensive and technology intensive enterprises in China which compared with developed countries. The background and the reasons of China government striving

for the industrial upgrading are also explained in this lecture. In recently twenty years, AI technology has developed very quickly. World chess champion Garry Kasparov was defeated by IBM supercomputer called Deep Blue in 1996. As a traditional Chinese chess game, Weiqi is regard as the most complex intelligent game in the world. In 2017, Google artificial intelligence robot “AlphaGo” debated human champion Kejie in 2017. That means human beings has no any opportunities to win robots in intelligence match.

Research shows robot will replace human being is more and more possibly in China and many other countries. A survey shows that robot will even replace human in almost 70% occupations in the short future. The keynote speaker gives some cases in industrial factory, in medicine, in law and even in education field which show robots have changed industrial patterns. After researching the development of vocational education in ASEAN countries and China, the keynote speaker found in some way, these countries' TVET systems face similar questions. That is how to promote the development and human resource and avoid machines and robots replace workers. It is the responsible of TVET system to help student students develop irreplaceable competences. So what competences should TVET students hold and how they can win during the competition with robots are crucial questions. In the lecture, the speaker discusses about the characterizes of future work. What kind of work can be replaced by robots and what kind of work cannot be replaced is also discussed in the lecture.

To master work's future, tomorrow's workers should be trained in technical and vocational school with comprehensive competences, which includes professional competence, social competence, method competence and personal competences. TVET school should pay much more attention to train students these competences to meet the challenges of future. Any question and comments about this topic is most welcome and Professor is very keen to discuss this topic with our conference delegates.

Introduction for Invited Speakers



Assist. Prof. Dr. Kanitsorn Terdpaopong
Faculty of Accountancy
Rangsit University
Thailand

Assistant Professor Kanitsorn Terdpaopong, Ph.D., serves as International Program Director at Rangsit University, Thailand. Her research interests are on small and medium-sized enterprises; succession plans for SMEs; business valuation; and management accounting practices. With a decade of research experience, she received grants from public research organizations such as Thai Research Fund, the Office of Higher Education Commission, in 2012-14 and 2016-17. Recently, in 2018, she was awarded an Australian Endeavour Executive Fellowship from Australian Government, Department of Education and Training; and awarded Taiwan Fellowship from the Ministry of Foreign Affairs of Taiwan, R.O.C.

Title: Thailand shines as Chinese Investment Designation

Abstract: Released in 2015, Made in China 2025 is the Chinese government's ten year plan to update China's manufacturing base by rapidly developing ten high-tech industries. Chief among these are electric cars and other new energy vehicles, next-generation information technology (IT) and telecommunications, and advanced robotics and artificial intelligence. With the 'Go Out' policy, Chinese investors turn their focus abroad. Thailand is the investment designation for China. Thailand already sees large numbers of Chinese visitors, expects more than 11 million Chinese tourists in 2019, and the numbers are likely to grow significantly over the coming years. However, it's not only tourism outspread, but the business investment. Through a deliberate policy of simplifying regulations for international investors, Thailand has vastly improved its ease of doing business ranking while also promoting an increasingly international mindset. Thailand's potential as a business hub for Southeast Asia is unmatched, particularly as China seeks to integrate more with growing economies across the region. The investment from China, undoubtedly, shines in Thailand and this, perhaps, calls a time for synergy, call a time for rethink inward what the businesses, the country and the people, to do next for Thailand and the Southeast Asia region.

The 1st China-ASEAN International Conference 2019:
 Insight to Chinese and ASEAN's Experience and Adaptation
 3 to 5 April 2019
 Dhurakij Pundit University, Bangkok, Thailand

Agenda

Day 1 (3 April): Registration only

Venue	Time	Activity
Sawai room, the 7 th floor of Building 6	10:00-16:00	Registration & Conference Materials collection

Day 2 (4 April): Conference 09:30-13:30

Venue	Time	Activity
	9:30-9:40	Traditional Thai Dancing
	9:40-9:50	Opening remarks Dr. Darika Lathapipat President of Dhurakij Pundit University
Sawai room, the 7 th floor of Building 6	9:50-11:00	Keynote speech 1 Asst. Prof. BAI Bin Beijing Normal University <i>Title: Whether Robot can replace human-being in future digital world – How vocational education trains qualified workers in ASEAN countries and China</i> Chair: Dr. Chun-Shuo Chen Dean of DPU, CAIC
	11:00-11:30	Tea Break
	11:30-12:00	Poster Session (16 papers)
Sanom room (room 4-1), the 1 st floor of Sanom Building	12:00-13:30	Lunch

Day 2 (4 April): Conference 13:30-15:15

Venue	Time	Activity
Classroom 3-1, the 3 rd floor of President Building	13.30-15:00	Invited speech Asst. Prof. Dr. Kanitsorn Terdpaopong Rangsit University
Classroom 3-1, the 3 rd floor of President Building	13:30-15:00	Session 1 (5 papers) Theme: Business innovation in green, industry, design, and technology Session Chair: <i>Dr. Kelvin C.K. Lam</i>
Classroom 3-2, the 3 rd floor of President Building	13:30-15:00	Session 2 (7 papers) Theme: Business wellness Session Chair: <i>Dr. Ching-Chou Chen</i>
Classroom 3-3, the 3 rd floor of President Building	13:30-14:30	Session 3 (4 papers) Theme: New marketing trends Session Chair: <i>Dr. Jian-Fu Wang</i>
Classroom 3-4, the 3 rd floor of President Building	13:30-15:00	Session 4 (7 papers) Theme: Global education Session Chair: <i>Dr. Renee Chew</i>
Classroom 3-5, the 3 rd floor of President Building	13:30-14:45	Session 5 (5 papers) Theme: Chinese language research Session Chair: <i>Dr. Ren-Cheng Zhang</i>
Hallway of the 3 rd floor of President Building	15:00-15:15	Tea Break

Day 2 (4 April): Conference 15:15-16:30

Venue	Time	Activity
Classroom 3-1, the 3 rd floor of President Building	15:15-16:30	Session 6 (5 papers) Theme: Cross-culture and customer Session Chair: <i>Dr. Chun-Shuo Chen</i>
Classroom 3-2, the 3 rd floor of President Building	15:15-16:30	Session 7 (5 papers) Theme: Enterprise and customer behavior Session Chair: <i>Dr. Sze-Ting Chen</i>
Classroom 3-3, the 3 rd floor of President Building	15:15-16:30	Session 8 (5 papers) Theme: Curriculum, family education, and mental health Session Chair: <i>Dr. Yi-jian Huang</i>
Classroom 3-4, the 3 rd floor of President Building	15:15-16:30	Session 9 (5 papers) Theme: Chinese language teaching Session Chair: <i>Dr. Yuan-Cheng Chang</i>
Classroom 3-5, the 3 rd floor of President Building	15:15-16:15	Session 10 (4 papers) Theme: Wellness Session Chair: <i>Dr. Ya-Ping Chang</i>
End of Day 2		

Day 3 (5 April): Conference 09:00-13:30

Venue	Time	Activity
Classroom 3-1, the 3 rd floor of President Building	09:00-10:30	Session 11 (6 papers) Theme: Education Management 1 Session Chair: <i>Dr. Jian-Hao Huang</i>
Classroom 3-2, the 3 rd floor of President Building	09:00-10:30	Session 12 (6 papers) Theme: Business Administration 1 Session Chair: <i>Dr. Cheng-Jui Tseng</i>
Classroom 3-3, the 3 rd floor of President Building	09:00-10:30	Session 13 (6 papers) Theme: Business Administration 2 Session Chair: <i>Dr. Tzu-Chia Chen</i>
Hallway of the 3 rd floor of President Building	10:30-10:45	Tea Break
Classroom 3-4, the 3 rd floor of President Building	10:45-12:00	Session 14 (5 papers) Theme: Business Administration 3 Session Chair: <i>Dr. Jian-Fu Wang</i>
Classroom 3-5, the 3 rd floor of President Building	10:45-12:00	Session 15 (5 papers) Theme: Education Management 2 Session Chair: <i>Dr. Li-Wei Wei</i>
Sanom room (room 4-1), the 1 st floor of Sanom Building	12:00-13:30	Lunch
Closing		

Day 4 (6 April): One day tour

Venue	Time	Activity
Pick up at participants' hotel lobby	8:30-17:00	City visit

Note: This is only available for the participants who registered the one-day tour.

Author's Presentation Quick Review

Session 1: Business innovation in green, industry, design, and technology

Day 2 (4 April) 13:30-15:00

1003	Green or not green? The Impact of Corporate Green Strategy <i>Chun-Shuo Chen*</i> <i>Pao-Cheng Chen</i>
1006	Development of a Maintenance Supplier Selection Model Framework in Thailand <i>Thareewan Wongthong,</i> <i>Naraphorn Paoprasert</i>
1021	The Research of Innovation Ambidexterity Perspective on Marketing Art Performance groups <i>Chang-Hsien Hsu</i> <i>Yu-Hsuan Lan*</i> <i>Hsin-Pei Wu</i>
1022	The Study of Large Stadiums Design and Planning and Management in USA <i>Chang-Hsien Hsu</i> <i>Chiu-Yu Hung*</i>
1051	Development of a Maintenance Supplier Selection Model Framework in Thailand <i>Cheng-Jui Tseng*</i> <i>Tzu-Chia Chen</i> <i>RunZong Yu</i> <i>Chih-Yun Yang</i>

Session 2: Business wellness

Day 2 (4 April) 13:30-15:00

1014	激励/保健因素”重要程度感知与“工作满意度”感知的关系 <i>于田杨</i> <i>何荣良*</i>
1016	台湾霹雳布袋戏在南京高校的潜在观众市场研究 <i>唐瀚</i>
1034	解析主旋律医疗剧的创新之道 <i>李佳瑜*</i> <i>罗教讲</i>
1035	智慧云医院的未来发展与应用性研究 <i>王为生</i> <i>何荣良</i>
1046	S口腔医院员工激励问题研究 <i>马明旭</i> <i>彭兆祺</i>
1064	工作热情的激励因素分析 <i>杨秀刚</i>
1081	员工工作压力、职场关系网络构建行为对工作满意度的影响：情绪智力的调节效果 <i>Chen hao</i> <i>Chen Chun-shuo</i>

Session 3: New marketing trends

Day 2 (4 April) 13:30-14:30

1042 数字化整合营销与四川微信 APP 用户使用反馈之间的关系

*Meng Luo * Charunya Parncharoen*

1045 交互设计理念在儿童药品创新包装设计中的应用研究

朱琳

1118 中国文化产品在泰国的市场发展现状研究

Chenicha Praphruetmon

1134 南京吉祥牌云锦的营销策略研究

林天瑶 尚鸿雁

Session 4: Global education

Day 2 (4 April) 13:30-15:00

1009 The Competitive Strategies of International Program in Hotel and Tourism Management Department University of Siam Case Study Approach

Nang Su Kan Htar

1028 Driving to Successful Internationalization: A Progressive Management Model of International Education Learned from Christian Universities in Taiwan

Yi-Jian Huang

1044 Online Learning of Chinese Language and Culture to Develop CFL Children's Creativity on Using Mobile Application

Peng-Fei Chen Hsuan-Po Wang Xiang You Dui Chen
Tzu-Chia Chen*

1069 How Much Stress Chinese College Students in Bangkok Thailand Suffer and the Determinant Causes of Stress

Li-Wei Wei Fei Zhao XiChang Huang ManHua Li

1073 The Correlation between EFL Chinese Adult Learners' Collocation Knowledge and English Business Writing Ability

Li-Wei Wei

1095 The Intelligibility, Comprehensibility and Accentedness of Asian English Speakers in English Listening Materials

Khwanchanok Suebsook

1147 Influence of Students' Aesthetic Experience on Creative Self - Efficacy and Innovative Behavior between Thailand and China Students

Yuan-Cheng Chang Napawan Jaisook Kanokphan Thamsatitsuk*

Session 5: Chinese language research

Day 2 (4 April) 13:30-14:45

1008	“比”字高程度构式研究 <i>Siriwan Sanyakul</i>
1012	汉泰惯用语源域分类对比分析 <i>Raveerampai Pipattanalak</i>
1040	韓國學生華語聲調偏誤分析 <i>陳靜姿</i>
1041	俄國學生華語聲調偏誤分析及教學建議 <i>張文珍</i>
1138	汉语与泰语感叹词对比研究 <i>Chanachok Sudprasert Jenjira Buddahon</i>

Session 6: Cross-culture and customer

Day 2 (4 April) 15:15-16:30

1007	Exploring of the Correlation between Satisfaction of Service Quality, Customer Loyalty and Marketing Strategy on Market Share <i>Chang-Hsien Hsu Chia-Chi Lin* Fu-Min Chang</i>
1079	Political Economy and Thai Television - The case study of Channel 7 <i>Jonas Becker Pirawan Numdokmai Pongstorn Limanonn</i>
1110	Research on The Factors of Consumers' Demand for Unattended Convenience Stores by Technology Acceptance Model – A Case Study of Thailand's Metropolis <i>Wang Ching-Hsin Pongpisit Jitouyporn* Huang Yu-Qian</i>
1140	Corporate Social Responsibility Performance (CSR) and Perceived Brand Quality on Chinese Students-based Brand Preference in a Private University in Thailand <i>Haofu Li Shanshan Wang</i>
1157	Perception of Conflict: A Cross-cultural Comparison between Hong Kong Chinese and Thais <i>Kelvin C. K. Lam Nuntasaree Sukato*</i>

Session 7: Enterprise and customer behavior

Day 2 (4 April) 15:15-16:30

1005	NKT 集团构建财务共享服务中心的研究 <i>田绪浩 彭兆祺</i>
1026	職場中男女工作平等差異之研究 <i>Hsin-Pei Wu Yu-Mei Wang Shin Chen Yi-Hui Chen</i>
1071	以計畫行為理論探討台灣和馬來西亞消費者對綠建築之購買為意向 <i>黃慶源 張原誠 鄭義鋼</i>
1135	金融支持对中国苗族文化创意小微企业成长绩效影响研究 <i>陶剑 刘松柏</i>
1161	员工多样性在知识分享过程中的影响 <i>农任媛* 陈梟</i>

Session 8: Curriculum, family education, and mental health

Day 2 (4 April) 15:15-16:30

1013	海峽兩岸普通高中科學課程綱要之研究比較從自我調整學習角度分析 <i>蔡秉宸</i>
1037	台湾地区幼儿园教保人员在职进修、工作价值观与专业发展之相关研究 <i>郑雅婷* 邱宪义</i>
1043	由主要照顧者觀點探究在家教育實施的現況與感受 <i>程恩蓓 林雅容</i>
1049	博仁大学中文国际学院经济数学教学课程中的问题探讨 <i>李满华</i>
1056	青少年憂鬱症狀之跨時間恆等性分析 <i>張仁誠 農偉掛居</i>

Session 9: Chinese language teaching

Day 2 (4 April) 15:15-16:30

1029	泰国博仁大学汉语交际课研究 <i>黄文良</i>
1074	中国文学泰译热潮的时期划分问题的探析 <i>李学志</i>
1078	汉泰声母对比及中国学生偏误与教学对策 <i>梅格云</i>
1091	對外漢語教材在對外泰語教學研究的重要性 <i>吴亮亮</i>
1136	孔子学院志愿者的支持与泰国本地学校的影响——基于“一带一路”战略的背景 <i>Thanon Phunsapphaisan Wasana Srisastra Natthana Koeyesomboon</i>

Session 10: Wellness

Day 2 (4 April) 15:15-16:15

1023	中泰人文交流现状研究 黄蕙
1050	曼谷的大学商圈商店汉语使用与中国顾客购满意愿调查研究 ——以泰国博仁大学和泰国商会大学为例 <i>Anongkarat Bangsri Threesoon Kesorn Suphakorn Tapim</i>
1060	"中国电影市场现状与发展思考——以 2012-2017 年中国电影市场为例" 王欣欣 姚瑶
1143	贵州万山国家矿山公园的旅游吸引力提升途径 喻熊

Session 11: Education Management 1

Day 3 (5 April) 09:00-10:30

1001	高职生社会支持对学习倦怠的影响：心理韧性的中介效应 陈丽霞 吴春 欧阳淑华
1010	Fey 的容纳他人量表在高职生应用研究 吴春 陈丽霞 黄新民
1027	大学生创业自我效能对创业意向的影响：以中国海南省某高校为例 王立宇
1055	中国广西师范类大学生手机依赖与学业拖延的关系：社会支持的调节作用 农伟桂居
1057	中国江苏省大学生班级气氛对主观幸福感的影响：以教师支持和同学支持 为中介 王娟 丁鑫
1058	将积极心理学运用于中国民航飞行员在职教育：一个整合工作压力、工作 倦怠及心理资本的调节效果分析 丁鑫 王娟

Session 12: Business Administration 1

Day 3 (5 April) 09:00-10:30

1066	货币政策对中国国债收益率影响的实证研究 <i>徐隆基</i>
1070	消费者环保认知对品牌忠诚度之影响：品牌个性的调节效果 <i>李浩南 陈俊硕*</i>
1075	中国游客对曼谷辉煌区夜市的满意度 <i>丁瑞娜</i>
1096	基于中国手机品牌社群认同对品牌延伸评价的影响研究 <i>王俊杰 张雅萍*</i>
1098	中国上市公司送转比与累计超额收益率之关联性研究 <i>樊耀军 陈思婷</i>
1137	知觉风险、知觉价值与再购意愿的影响研究 <i>Jiang Aobo</i>

Session 13: Business Administration 2

Day 3 (5 April) 09:00-10:30

1144	大学生社会责任意识、绿色生活方式对主观幸福感的影响：兼论反思道德关注的调节效果 <i>黄上上 陈王昆 张雅萍</i>
1146	探讨游客旅游动机、休闲涉入对重游意愿之影响 <i>王进 张雅萍 *</i>
1148	体验营销对顾客公民行为及品牌忠诚影响之研究：以主观幸福感与品牌认同为中介变项，自我一致性与主动性人格为调节变项 <i>王子琛 * 王家福</i>
1150	探讨互联网知识付费之“得到”品牌的个性、品牌至爱和口碑的影响：以消费者性格和品牌体验分享为调节 <i>何昊旸 张雅萍*</i>
1152	美容业顾客间互动、服务接触对顾客满意度之影响研究--以顾客积极情绪、体验价值为中介变量，以顾客兼容性为调节变量 <i>雷鸣* 王家福</i>
1153	品牌认知对购买意图的影响：品牌情感与品牌态度的中介作用及品牌促销的调节作用 <i>胡馨月* 王家福</i>

Session 14: Business Administration 3

Day 3 (5 April) 10:45-12:00

1077	Empirical Analysis of the Impact of Equity Incentive on Corporate Performance —— Take A-Share Listed Companies as an Example <i>Chen Si Yao Wang Kun Chen</i>
1085	Research on the Purchasing Behavior of Wealth Management Products on the Internet by Social Cognition Theory <i>Li Sha Gao Wang Kun Chen</i>
1139	Grey Relational Analysis of China's Industrial Structure and Economic Growth <i>Ying Qi Lei</i>
1158	Analysis of Factors Affecting Chinese Enterprises' Willingness to Investment in Thailand <i>Yu Hao Guo Wang Kun Chen</i>
1160	The Impact Of Organic Food's Corporate Image And Electronic Word Of Mouth On Consumers' Purchase Intention: The Moderating Effect Of Moral Identity、Self-efficacy And Impression Management Motivation <i>Ying CHEN Chun-Shuo CHEN</i>

Session 15: Education Management 2

Day 3 (5 April) 10:45-12:00

1059	中国知网近十年初中数学教学成效研究之后设分析 <i>徐天问 黄益坚</i>
1063	陕西省音乐类大学生美感素养与人格特质的关系 <i>崔海荣</i>
1080	中国大学生情绪智力对心理健康的影响，以社会支持为调节变量 <i>尚阳阳</i>
1108	中国在泰留学生自我效能感、跨文化适应和学习行为关系之研究 <i>蒋文霞</i>
1114	中国 2-3 岁幼儿智能发展之感统游戏课程设计 <i>余涛</i>

Poster session: Day 2 (4 April) 11:30-12:00

1104	A Study of Effect of Hofstede's cultural dimensions theory on Employee loyalty: The Mediating Effect Analysis of Leader- Member Exchange Relationship YUNXI JIANG
1109	Career Planning and Incentive of International Students in a Thailand: case of DPU- ICAC Student Ximing Shi
1017	云南省大学教师的坚毅对自我效能感的影响研究 张珂
1025	多元智慧理论融入舞蹈创作教学对中国舞蹈专业大学生之舞蹈创造力影响 马莉
1032	合伙人包容型领导对员工工作满意度的影响研究 闫全山
1033	基于胜任力下的人力资源管理模式 董业均
1065	父母奖励对学前儿童社交技巧的影响 吴琼
1068	南京吉祥牌云锦的营销策略研究 林天瑶 尚鸿雁
1072	中国信托业内外部环境因素对企业价值之关联性研究 李旺 陈思婷
1082	中泰兩國之中國大學生美感經驗對平面設計的影響 林偉欣
1083	音乐素质教育对中国安徽省普通高校大学生音乐审美观之影响 曹野平
1088	PUGC 模式：未来国内短视频的发展模式 储文韬
1090	网络游戏与人际关系 张文静
1132	中国大学生实习课程满意度、自我效能与学生就业能力相关性之研究 侯香夷
1141	基于 SECI 模型的易班平台管理研究 刘林 尚鸿雁
1159	学生各项需求重要程度感知与性别特征相关性研究——以 PIM 为例 颜和然 何荣良*

Author's Presentation (4 April, 2019)

Session 1

13:30-15:00

Theme: Business innovation in green, industry, design, and technology

Session Chair: *Dr. Kelvin C.K. Lam*

Affiliation: China-ASEAN International College, Dhurakij Pundit University

ID	Title / Author's name / Abstract
<p>Invited Speech 13:30-13:50</p>	<p style="text-align: center;">Asst. Prof. Dr. Kanitsorn Terdpaopong Rangsit University</p>
<p>1003 13:50-14:00</p>	<p style="text-align: center;">Green or not green? The Impact of Corporate Green Strategy Chun-Shuo Chen* Pao-Cheng Chen Dhurakij Pundit University, China-ASEAN International College</p> <p style="text-align: center;">Abstract</p> <p>This study aims to explore the effect of corporate green strategy (CGS) practiced by the firm on the corporate green performance (CGP) and competitive advantage (CA) under the request of the green institutional factor. High-technology manufacturing firms in Taiwan were selected as subjects, and stepwise regression analysis was used for the analysis of the effect of CGS on CGP and CA. This study derived the following contributions and strategic suggestions from the analyzed data and empirical analysis results: (1) corporate green assets (CGA) and corporate green technology (CGT) are the main factors that can be used by firms to obtain the green CA. (2) The direct effect of a CGS on CGA, CGT, CGP, and CA can be proven. Furthermore, the mediating effect of CGA and CGT in influencing CGS on the CGP and CA can be defined. (3) Firms should use the corporate environmental responsibility (CER) conceptual framework built by Yu and Chen to promote green CA, and firms should examine and classify CER performance with partners according to the performance measurement indicators built by Chen et al. (4) Governments should design regulations for CER and provide resources to help firms obtain CGA and CGT.</p>
<p>1006 14:00-14:15</p>	<p style="text-align: center;">Development of a Maintenance Supplier Selection Model Framework in Thailand Thareewan Wongthong¹, Asst. Prof. Dr. Naraphorn Paoprasert^{2*}</p> <p>¹Student, Doctor of Philosophy Program in Industrial Engineering, Kasetsart University ^{2*}Advisor, Doctor of Philosophy Program in Industrial Engineering, Kasetsart University</p> <p style="text-align: center;">Abstract</p> <p>The objective of this research was to develop a theoretical model for supplier selection for a</p>

	<p>specific set of procurement requirements. These requirements come from the maintenance department of a petrochemical company in Thailand, which was used as the case study. The model was developed from a review of the literature on supplier selection, including questions such as outsourcing problems, a review of existing supplier selection models, and identification of factors that have an effect on successful supplier selection. The model developed incorporates six supplier characteristics that potentially affect supplier development, including cost, time, quality, reliability, flexibility, and human resources. Other factors that affect supplier selection include internal conditions (company policies) and external conditions (supplier competition and the external macro-environment). These factors are incorporated into a performance model for successful supplier selection.</p>
<p>1021 14:15-14:30</p>	<p>The Research of innovation ambidexterity perspective on marketing art performance groups Chang-Hsien Hsu Yu-Hsuan Lan* Hsin-Pei Wu Department of Business Administration, Asia University, Taiwan</p> <p style="text-align: center;">Abstract</p> <p>The promotion of the arts and cultural performances has reached significant progress for the county and city governments in recent years. Based on the cultural and artistic characteristics of different regions, several activities including policy formulation, the construction of venues, the promotion and marketing the art groups or performers, and even the establishment of an art village or specific cultural area has gradually fulfilled Taiwan's local characteristics. However, according to the previous research, the Chinese market has considerable potential for cultural consumption no matter for the hardware and software section, and the actual consumption of the cultural industry market shows that the entire cultural market still has much space for improvement. Under the influence of the global economic downturn in recent years, the arts performing market is more likely to face the infliction of the box office. How to open up the market through the innovation and the change of marketing strategies is more important for the art performing groups to pursue the future development and sustainability. The study took the " G2 Drum Art " as a case and explore how this performance use innovation ambidexterity to promote the ticket sales in a short period and to attract potential customers from both middle-level and lower-level customers. Promoting the performance itself not only can support the group but also build the brand value of the group. The interaction of sub-culture and arts can ultimately maintain the unique and stability for the art performing groups.</p>
<p>1022 14:30-14:45</p>	<p>The study of large stadiums design and planning and management in USA Chang-Hsien Hsu Chiu-Yu Hung* Department of Business Administration, Asia University, Taiwan</p>

	<p style="text-align: center;">Abstract</p> <p>Looking at the Taiwanese sports business, we are still in the beginnings. Local sports focusing on team competition and promotion of the activity itself rather than economic points of view. The lack of a national strategy, sport environment promotion and aligned resource management leads to bad results in international competition like the Olympic Games. International events like the World Games 2009 in Kaohsiung, the Deaflympics in Taipei and the upcoming Summer Universiade in 2017, have a huge impact on the Taiwanese sports sector and also make the Taiwanese people feel very proud about hosting such events in their country. Looking towards the U.S.A we can see that large stadiums can be a success with the right design, planning and management methodologies. Therefore, this study is about large stadiums in the U.S.A. Reviewing their development and experience in sport business and management while also focusing on the integration of business in the existing sport environment is defining the goal of this research.</p>
<p style="text-align: center;">1051 14:45-15:00</p>	<p style="text-align: center;">A Study on the Influence of Emotional Services on Service Adaptive Behavior Cheng-Jui Tseng*¹ Tzu-Chia Chen¹ RunZong Yu¹ Chih-Yun Yang² ¹Dhurakij Pundit University, China-Asean International College ²Department of Hospitality and Marketing Management, National Kaohsiung University of Hospitality and Tourism, Taiwan</p> <p style="text-align: center;">Abstract</p> <p>This study investigates the influence of surface acting and deep acting of emotional labor on service adaptability and the additional interference effect induced by environmental creativity and job standardization. In this study, the frontline service personnel of Taiwan's hotel industry were selected as the target for receiving survey questionnaires. Study results show that higher degree of surface acting for the personnel will lead to lower service adaptability. Conversely, higher degree of deep acting for the personnel will lead to higher the service adaptability.</p>

Session 2

13:30-15:00

Theme: Business Well

Session Chair: *Dr. Ching-Chou Chen*

Affiliation: China-ASEN International College, Dhurakij Pundit University

ID	Title / Author's name / Abstract
<p>1014 13:30-13:42</p>	<p style="text-align: center;">激励/保健因素”重要程度感知与“工作满意度”感知的关系 于田杨 何荣良* 正大管理学院中国研究生院</p> <p style="text-align: center;">摘要</p> <p>随着经济全球化的发展，企业的竞争日益激烈。企业要想壮大，离不开强有力的员工队伍，如何提高员工的工作满意度，也成为企业管理的一个重要内容。本研究采用定量研究方法，通过问卷向贵阳市乌当区居委会 60 名委员进行“激励/保健因素”重要程度感知和“工作满意度”感知进行数据收集，最后用描述性分析法和线性回归分析法对收集到的数据进行分析，从而得出结论。笔者试图探索委员对双因素理论中“激励/保健因素”的重要程度感知与其“工作满意度”感知的关系。结果表明委员“工作满意度”相关的“激励因素”有工作挑战性、成就感，“保健因素”有工作条件、领导能力。乌当区居委会委员的工作满意度处于基本满意的状态，但在工作收入方面的满意度较低。乌当区居委会委员的工作收入需要提高，这对提高委员工作满意度有比较大的帮助。针对工作挑战性、成就感、工作条件、领导能力、人际关系做出适当的调整，有利于改善委员的工作满意度。</p>
<p>1016 13:42-13:55</p>	<p style="text-align: center;">台湾霹雳布袋戏在南京高校的潜在观众市场研究 唐瀚 正大管理学院</p> <p style="text-align: center;">摘要</p> <p>霹雳布袋戏，也叫霹雳偶动漫，是霹雳布袋戏与动漫的集合体，是布袋戏发展的最新形态。霹雳布袋戏在台湾取得空前成功的同时，其影响也逐步渗透到祖国大陆。近几年霹雳公司更是采取“立足台湾、胸怀大陆、放眼世界”[1]的经营理念，积极开拓大陆市场。但霹雳公司想要深耕大陆市场，就必须要在大陆高校的大学生群体中打下基础，大学生群体不仅是打开大陆市场的突破口，更是延续布袋戏生命的源泉。但霹雳公司经过了多年的努力，由于宣传等各方面的原因，霹雳偶动漫在中国大陆的观众市场依然局限在一批固定的粉丝上，市场相对狭隘，难以扩大。本次研究将在梳理文献的基础上，在南京的高校召开布袋戏的第学术讲座，组织大学生观众观看霹雳布袋戏，进行现场问卷。将收集的信息进行研究分析，掌握潜在观众市场的信息，并得出的根据结论向霹雳公司提出合理建议。</p>
<p>1034 13:55-14:08</p>	<p style="text-align: center;">解析主旋律医疗剧的创新之道 李佳瑜^{1*} 罗教讲² ^{1*}中国研究生院，正大管理学院 ²社会学系教授，武汉大学</p>

	<p style="text-align: center;">摘要</p> <p>医疗剧是围绕医生工作以及医患关系的电视剧类型，主旋律电视剧是以传播意识形态为核心的电视剧类型。电视剧自身的娱乐功能与主旋律的宣教功能彼此矛盾，难以调和。近期以《心术》、《产科医生》、《青年医生》为代表的医疗剧，不仅成功融合了娱乐与宣教，而且各有特色与创新。本文从媒介经济学的角度，以近期三部医疗剧为例，解析主旋律医疗剧的创新之道，为以后类似题材的电视剧探索新的创新思路。</p>
<p style="text-align: center;">1035 14:08-14:21</p>	<p style="text-align: center;">智慧云医院的未来发展与应用性研究 王为生 何荣良 正大管理学院</p> <p style="text-align: center;">摘要</p> <p>众所周知，教育&医疗一直以来是政府的民生工程，然而，在中国一直存在医疗资源分布不均匀，医患关系紧张，老百姓一直感到看病难、看病贵。政府努力在积极尝试医疗改革的方向，但是顽疾很深。始终找不到有效的方法与手段，从根本上解决老百姓关心的看病难、看病贵的问题。本文从中国医疗市场的现状来剖析，基于中国当下现存的医疗资源分布状况，着重运用现代科技手段，云计算、大数据、互联网、物联网、智能化、VR 等科技手段和技术，充分地协调、联动和调动现有的医疗资源，并加以充分发挥利用，让现有医疗资源得到合理的配置，减少医院已有医疗资源的重复建设。避免医院医疗资源的严重浪费，解决目前医疗上的痛点，缓解医患关系紧张，为中国的医疗改革方向提出建设性的参考意见和建议。</p>
<p style="text-align: center;">1046 14:21-14:33</p>	<p style="text-align: center;">S 口腔医院员工激励问题研究 马明旭¹ 彭兆祺² ¹正大管理学院;²北京交通大学</p> <p style="text-align: center;">摘要</p> <p>人才是医院最重要的核心资源，是医院社会效益和经济效益的直接创造者，是医院长久健康发展的根本。医院若想要加强自身的竞争优势，最重要的是健全和优化员工的激励制度，了解员工的需求并及时回应，充分调动员工工作的积极性。本文选取 S 口腔医院为研究对象，运用西方经典理论为基础指导，通过问卷调查分析了医院医护人员的满意度和激励需求，发现 S 口腔医院在医护人员的激励中存在若干问题，导致医患矛盾时有发生，部分员工出现工作不稳定、人才流失的情况。本文针对 S 口腔医院的医生和护理人员，给出一系列优化建议。</p>
<p style="text-align: center;">1064 14:33-14:46</p>	<p style="text-align: center;">工作热情的激励因素分析 杨秀刚 泰国博仁大学中国东盟国际学院</p> <p style="text-align: center;">摘要</p> <p>本文通过问卷调查探讨工作热情的激励因素，实证了组织的内外部激励对工作热情的正向显著影响。内部激励对热情深刻性的影响系数最大，对热情的持久性排第二，对</p>

	<p>活力性影响排第三，外部因素对工作热情的影响程度依次排序分别是活力性、持久性以及深刻性。研究发现：就工作热情的活力性而言，外部激励因素比内部激励因素大，但总体上内部激励因素对工作热情的影响明显超过外部激励因素，对此本文给出了新的解释以及新的管理建议。</p>
<p>1081 14:46-15:00</p>	<p>员工工作压力、职场关系网络构建行为对工作满意度的影响：情绪智力的调节效果 Chen hao Chen Chun-shuo Dhurakij Pundit University, China-ASEAN International College, Bangkok</p> <p style="text-align: center;">摘要</p> <p>“关系”被认为是了解中华文化和华人行为的要素，优秀的人际关系资源对工作生活发展影响甚深。服务行业员工则更需要通过提升自我情绪智力能力来调节自我情绪，更好地解决与同事或顾客的冲突缓解工作压力，提升工作满意度。本研究基于中国文化重视人际关系的大背景下来探讨服务业员工工作压力及职场关系网络构建行为对工作满意度的影响：情绪智力的调节效果。本研究的结论为，挑战性压力对工作满意度具有显著正向影响；阻碍性压力对工作满意度具有显著负向影响；关系网络构建行为在挑战性-阻碍性压力源对工作满意度的影响中具有中介作用；情绪智力在关系网络构建对工作满意度的影响中具有正向调节作用。</p>

Session 3

13:30-14:30

Theme: New marketing trends

Session Chair: *Dr. Jian-Fu Wang*

Affiliation: China-ASEN International College, Dhurakij Pundit University

ID	Title / Author's name / Abstract
<p>1042 13:30-13:45</p>	<p style="text-align: center;">数字化整合营销与四川微信 APP 用户使用反馈之间的关系 Meng Luo Charunya Parncharoen Dhurakij Pundit University</p> <p style="text-align: center;">摘要</p> <p>本文旨在于调查研究四川用户对于微信 APP 的使用反馈以及数字化整合营销与四川微信 APP 用户使用反馈之间的关系；本文调查研究数据主要来自于 450 位四川微信用户的在线问卷调查，采用描述性统计方法，包括百分比、频数分析、均值和标准差等，运用皮尔森相关系数对数据进行分析总结；研究结果显示，总体而言四川用户有时会对微信 APP 作出使用反馈，其中用户的使用反馈均数最多的是对于微信的诉求，其次分别是对微信的倡导、行动、认知以及询问；研究假设检验结果显示数字整合营销与四川微信 APP 用户的使用反馈之间有着普遍的联系。</p>
<p>1045 13:45-14:00</p>	<p style="text-align: center;">交互设计理念在儿童药品创新包装设计中的应用研究 朱琳 泰国博仁大学国际东盟学院</p> <p style="text-align: center;">摘要</p> <p>儿童的身心健康一直都是家庭和社会关注的焦点。关于儿童用药，比较常见的是患儿拒绝用药从而导致用药剂量不足、耽误病况，药品浪费或是儿童在用药的过程中误食药物等问题。改善儿童药品包装设计，帮助儿童克服用药心理障碍，是对这一特殊弱势群体的人性化关怀。要做到这一点，药品生产商除了需要在药品的剂型配方和口感上做出调整外，药品包装设计也要满足儿童情感需求及趣味性设计的研究。本文分析了我国儿童药品包装的现状问题和包装的发展趋势，明确儿童药品包装设计的视觉传达设计原则。从药品消费者情感心理需求出发，细致研究交互设计理念在儿童药品创新包装设计中的应用和设计方法。本文研究的创新点在于：笔者先对儿童用药心理和感官行为进行分析，通过搜集分析数据和测试实验得出，儿童患病时的心理特征会变得敏感、恐惧焦虑；易表现出挣扎和拒绝用药的行为。研究表明，五种感官在对儿童用药过程行为中影响最大的是视觉、味觉和嗅觉，其次是触觉，听觉影响最低。通过对儿童心理分析、认知分析，正确把握儿童用药心理和感官行为对药品包装设计的影响，将包装的结构造型设计成富有童趣的形象、色彩和外形，让孩子在服药时的抗拒心理最大限度的转化为互动体验、好奇、探索、游戏。通过包装在互动中产生的趣味性吸引儿童注意力并且帮助儿童积极用药、安全用药。这种与高科技技术相结合的创新型儿童药品包装设计既能准确传达药品信息,又能带来体验上的愉悦和快乐。本篇文章研究的意义是希望能够给儿童药品生产者和设计者一些参考，帮助他们解决当前设计及生产中遇到的一些问题。使产品适应于市场体制下的竞争，促使我国的儿童药品包装设计方面有更深层次提高，为祖国的花朵带来更多的福音。</p>

<p>1118 14:00-14:15</p>	<p style="text-align: center;">中国文化产品在泰国的市场发展现状研究 Chenicha Praphruetmon 博仁大学 中國-東盟國際學院</p> <p style="text-align: center;">摘要</p> <p>泰国是中国联系东南亚国家的中心国家，也是大湄公河次区域 (Greater Mekong Sub-region, GMS) 五国中历史、政治、经济、社会和文化等各方面发展最具连续性和发展水平最高的国家。泰国实行自由经济政策，外部市场的依存度较高。同时受美国、日本、韩国的文化影响较大。相对而言，中国与泰国一直维持稳定的友好关系，文化交往和贸易的基础比较稳固。“中泰一家亲”的观念已深入两国人民心中。一方面中华文化博大精深，具有很强的包容性和文化本身的强大魅力，能与泰国文化融合；另一方面，中国经济的不断增长和维护世界和平的国际形象，也是两国文化贸易发展的外部条件，人数众多的泰国华人华侨正在不断拓展中国文化产品的市场空间，泰国持续的“华文热”为中国文化产品走进泰国市场和文化贸易的奠定了基础。</p>
<p>1134 14:15-14:30</p>	<p style="text-align: center;">南京吉祥牌云锦的营销策略研究 林天瑶¹，尚鸿雁² ¹CMBA，中国研究生学院，正大管理学院 ²研究生课程主任，中国研究生院，正大管理学院</p> <p style="text-align: center;">摘要</p> <p>21 世纪,越来越多的非物质文化遗产濒临灭绝,南京云锦作为非物质文化遗产的一项,面临着同样的困境。南京云锦作为中国传统丝绸工艺中的巅峰之作,其木机妆花工艺是我国三千年织锦史上唯一流传至今尚无法用现代机器生产代替的传统手工织造工艺。随着现代社会的进步,快销品的流行云锦等传统手工艺品的市场被挤压。如何能让云锦能更好的在特色手工艺市场发展,增加云锦的市场竞争力本文拟用问卷调查的方式从消费者行为进行分析,通过实证研究,运用因子分析法来找出南京云锦客户消费行为的主要影响因素,通过结构方程模型因子验证来总结出各个维度的重要程度,将之分为“购买意愿”和“购后反馈”两部分,在通过差异性分析各个人群对待购前和购后的重视度如在购买意愿上男性消费者与女性消费者的购买意愿上的显著差异概率超过 95%。本研究发现女性消费者所感受到的重视度会高于男性消费者,显示性别会导致较高的购买意愿。从年龄上看 30-50 岁的消费者在购买意愿方面显著高于年龄为 20-30 岁的消费者。从学历来看大学本科毕业的又显著高于其他阶段,月收入 5000-7000 的也显著高于 3000-4000 从购后的重视度来看,女性消费者感受到的满意度会高于男性消费者,30-50 岁左右的消费者又高于 20-30 岁的消费者,大学本科学历的消费者高于高中与硕士及以上的消费者,月收入 5000-7000 的消费者在购后反馈上又高于其他消费者。</p>

Session 4

13:30-15:00

Theme: Global Education

Session Chair: *Dr. Renee Chew*

Affiliation: China-ASEN International College, Dhurakij Pundit University

ID	Title / Author's name / Abstract
<p>1009 13:30-13:42</p>	<p>The Competitive Strategies of International Program in Hotel and Tourism Management Department University of Siam Case Study Approach Nang Su Kan Htar International Program in International Business Management Siam University</p> <p>Abstract</p> <p>Today, competitive strategy is one of the most important key in the business world to become a competitive advantage in order to gain a benefit in sustainable achievement by finding the way of strategies such as organizational structure, leading, controlling, organizing, marketing strategy, planning, social media, and advertising which helped to grow or to develop and to maintain the process of development in the international program in hotel and tourism management department at Siam University. To observe the competitive strategies is to gain the method of benefit in competition which indicates the effective motivation process for establishing long term successful. It expects to obtain the best strategies and to focus on the strategies for gaining competitive advantage. The finding indicates that to know the weakness of the business and to find the solution by creating the suitable strategies for gaining the benefit of competitive advantage of an achievement.</p>
<p>1028 13:42-13:55</p>	<p>Driving to Successful Internationalization: A Progressive Management Model of International Education Learned from Christian Universities in Taiwan Yi-Jian Huang China-ASEN International College, Dhurakij Pundit University</p> <p>Abstract</p> <p>Following the paradigm designed by Eisenhardt and Ritchie, et al, this study examined previous attempts and works and used grounded theory as well as case study to develop a dynamic model toward successful international education. Five critical factors to build up successful international education were proposed namely: Momentum, Organizational structure, Operational arrangements, Marketing agenda, and Scholastic beneficiaries. These factors were the results of individual interviews with the superintendents of six Christian universities in Taiwan. These six universities are coincidentally of the most international universities in Taiwan. In addition, those five factors corresponded to a driving metaphor. Furthermore, five proposed hypotheses popped up in data collection, coding, and analysis which built up the theories of this research. Besides, findings also suggest to subsidize</p>

	<p>students to join international exchange program because students who experience outbound programs can also push faculties to approach international standard.</p>
<p>1044 13:55-14:08</p>	<p>Online Learning of Chinese Language and Culture to Develop CFL Children's Creativity on Using Mobile Application Peng-Fei Chen Hsuan-Po Wang* Xiang You Dui Chen Tzu-Chia Chen China-ASEN International College, Dhurakij Pundit University</p> <p style="text-align: center;">Abstract</p> <p>This study was conducted to examine the impact of learning Chinese language and culture on Chinese as foreign language (CFL) children's creativity when using mobile applications (Apps) to introduce Chinese antiques. 79 American students ages 10 and 12 were randomly chosen and assigned to two experimental groups and one control group. Two different interventions were applied to the experimental groups A and B over 8 lessons by means of online learning. Control group C was not treated. The students in the group A learned Chinese language and culture by means of Apps, while the experimental group B did not use Apps for their Chinese lessons. A statistically significant difference was shown in the creativity of the experimental and control groups in support of experimental group F (1, 75) = 13.30, ($p < .001$), thus demonstrating that the application of Apps to online CFL courses is potentially extremely beneficial for improving CFL children's creativity.</p>
<p>1069 14:08-14:21</p>	<p>How Much Stress Chinese College Students in Bangkok Thailand Suffer and the Determinant Causes of Stress Li-Wei Wei Fei Zhao XiChang Huang ManHua Li China-ASEN International College, Dhurakij Pundit University</p> <p style="text-align: center;">Abstract</p> <p>A growing body of literature on par with evidence specifically suggests that stress, one modern epidemic and commonly academic performance-related illness among all mental health problems, serves to potentially pose a challenge or threat against human. Additionally, extensive research has indicated that stress among students in higher education is prevalingly increasing. With this in mind, the present study sets out to investigate the level of stress among Bangkok-based Chinese college students based on the impact of demographic variables such as gender, age, academic level, family background/region, along with finding out the potential commonly-determinant causes of stress. The sample comprises of 758 Chinese college students among different professions, including International Business (69.26%), Art Design (10.82%), Tourism Management (10.69%) and Finance Administration (9.23%) in Bangkok Thailand. A mixed-methods survey design was undertaken while semi-structured interviews being conducted for data collection and integration both quantitatively and qualitatively. The research results indicated that Chinese college students showed considerably high level of stress ($\bar{X}=3.9$)</p>

	<p>toward studying abroad in Bangkok Thailand. Besides, the primary deterrent causes of stress came from several aspects containing food ($\bar{X}=4.57$), academic matters ($\bar{X}=4.36$), culture issues ($\bar{X}=3.49$), education-related administration management ($\bar{X}=3.24$). Taken together, this current study reflects a general and profound understanding of stress level of Chinese college students studying abroad in Thailand. Equally important, the research results serve to establish an analytical framework for the exploration of the external internal stress-causing factors among Chinese college students.</p>
<p>1073 14:21-14:33</p>	<p>The Correlation between EFL Chinese Adult Learners' Collocation Knowledge and English Business Writing Ability Li-Wei Wei China-ASEN International College, Dhurakij Pundit University</p> <p>Abstract</p> <p>Researchers of ESL/EFL writing, to reach purpose of effective written communication, suggests that collocation ability would likely affect EFL learners' writing performance. However, research that has empirically documented the link among learners' collocation knowledge and business writing ability remains scant. Thus, the purposes of this study were as follows: 1) to identify the erroneous subtypes of lexical collocation in English business-letter writing, 2) to explore the correlation between EFL Chinese adult learners' lexical collocation knowledge and their English business-letter writing ability. Collocation error patterns in business letters were analyzed and needs analysis was conducted and used to conduct the course. A group of 30 EFL Chinese adult learners in Taiwan participated in the 16 week-English business writing course. Pearson correlation was employed to indicate correlation between writing pre/posttests and collocation exercises. T-test and effect-size correlation were calculated to report effects of the integrated instruction on business writing ability. The qualitative analysis of interview transcripts, researcher's observational notes, and learners' learning logs was conducted through the content analysis approach. Results of this study showed: 1) verb-noun and adjective-noun were common erroneous subtypes of lexical collocation in business letters; 2) a moderate correlation was found between collocation knowledge and English business-letter writing ability. The results of study, to some extent, provide some evidence in explaining the reciprocal relationship among business genre, collocation competence and business writing ability, as well as to offer writing teachers a better understanding of how genre of business communication and collocation knowledge pedagogically yields a concrete solution to EFL students' problem with business writing.</p>
<p>1095 14:33-14:46</p>	<p>The Intelligibility, Comprehensibility and Accentedness of Asian English Speakers in English Listening Materials Khwanchanok Suebsook Huachiew Chalermprakiet University</p>

	<p style="text-align: center;">Abstract</p> <p>This study investigated the intelligibility, comprehensibility and accentedness of Asian English speakers' speech used as listening materials for an English Listening-Speaking course for healthcare students. Two groups of listeners were 15 experienced language users and 15 second-year students majoring in Occupational Health & Safety at a university in Thailand. Thirty-six speech samples spoken by 7 Asian English speakers from five L1 backgrounds (Chinese, Myanmar, Filipino and Emirian) and 5 native English speakers (American, British and Australian) were used for an orthographic transcription task and comprehensibility and accent ratings. The participants were asked to indicate the extent to which the speech samples were comprehensible, and rate the degree to which they are difficult or easy to understand, including the strength of accents. The findings revealed that the native and Asian accented speech were comprehensible listening input. Most participants perceived Asian English accents as easy to understand to moderately difficult to understand. Some particular accents are perceived as strong; however, they did not necessarily cause low intelligibility. Interestingly, native speakers are not always found to be the highly intelligible speakers. Implications for incorporating Asian English accents in listening materials for English listening -speaking courses are also discussed.</p>
<p style="text-align: center;">1147 14:46-15:00</p>	<p style="text-align: center;">Influence of Students' Aesthetic Experience on Creative Self - Efficacy and Innovative Behavior between Thailand and China Students Yuan-Cheng Chang* Napawan Jaisook Kanokphan Thamsatitsuk China-ASEN International College, Dhurakij Pundit University</p> <p style="text-align: center;">Abstract</p> <p>This study is mainly to explore the influence of the aesthetic experience of Thai and Chinese students on the innovation behavior. Componential theory of creativity and self-efficacy theory are the theoretical bases of this study, where SEM has been used for the analysis, and creative self-efficacy has been used as the intervening variable. In order to conduct this study, three colleges were selected by purposive sampling, 120 questionnaires were received from each school and 316 valid questionnaires were collected. The sample included 137 males and 179 female. The study found that students' aesthetic experience and creative self-efficacy have a positive impact on innovation behavior, and creative self-efficacy has full mediation between aesthetic experience and innovative behavior.</p>

Session 5

13:30-14:45

Theme: Chinese language research

Session Chair: *Dr. Ren-Cheng Zhang*

Affiliation: China-ASEN International College, Dhurakij Pundit University

ID	Title / Author's name / Abstract
<p>1008 13:30-13:45</p>	<p style="text-align: center;">“比”字高程度构式研究 Siriwan Sanyakul 泰国曼谷大学 国际学院</p> <p style="text-align: center;">摘要</p> <p>[S 比 X 还 X]构式属于一类典型的比较句式。该结构本身前 X 与后 X 形式相同，但语义内涵有所差异：前 X 指称具体的某一概念，后 X 指称前 X 这类事物的某种典型属性、状态和特征。本文在构式语法理论框架下，考察了该结构的构式性特征，发现：（一）这类结构具有高能产性、高图式性与低组构性的特点；（二）这类结构虽然有“比”字，但并不是在比较，而是在强调比较目标的特征，表达一种“高程度”的整体构式义；（三）进入 X 句法槽的成分本身与整个构式之间的语义兼容性是 X 不断扩展的重要原因。</p>
<p>1012 13:45-14:00</p>	<p style="text-align: center;">汉泰惯用语源域分类对比分析 Raveerampai Pipattanalak Bangkok University</p> <p style="text-align: center;">摘要</p> <p>隐喻是人在日常生活中使用最多得较多的语言现象。认知隐喻理论认为隐喻归结于人们的生活体验，是一个或者两个以上概念之间的映射，它从一个较熟悉具体的概念映射到另一个不熟或抽象的概念。虽然人类的视觉、听觉、嗅觉、触觉等感官功能是相同的，但由于生活在不同的环境带下给人们不同的体验，使每个地区的人对同样的事物有不同的认知。惯用语是熟语中使用频率最高的一种语言现象。惯用语的特征是具有双层意义并且结构相当固定的语言单位，主要是通过一种概念来形容另一种完全不同的概念，即用隐喻来形容或者表达思想。汉语和泰语的惯用语都蕴含非常深厚的文化内涵，导致学习者没办法了解惯用语真正的含义。若想正确地了解汉语惯用语或者泰语惯用语，必须了解中泰两国的文化以及人民的思维方式。由于汉泰惯用语的数量和范围非常庞大，想更深层地了解汉泰惯用语，首先要了解汉泰惯用语使用源域的分类、数量和比例。本文通过收集汉泰惯用语将其分为物质层次，制度层次和精神层次，三个层次。再次分析汉泰惯用语使用的源域是否相同。在教学中若是教师了解汉泰惯用语的整体比例，以及每一层次各个领域中的异同，会对选择什么领域和要怎么解释惯用语有较大的帮助。</p>

<p>1040 14:00-14:15</p>	<p style="text-align: center;">韓國學生華語聲調偏誤分析 陳靜姿 中國文化大學</p> <p style="text-align: center;">摘要</p> <p>本文以中國文化大學校本部學習華語的華語中心的韓國學生為研究對象，這些韓國學生來台灣學習華語，程度約為 TOCFL Band B 級的程度，本文收集量化數據。量化數據包括自然語言的口語練習，針對韓國學習者口語練習的聲調偏誤調查。本文探討韓國學生學華語常出現的聲調偏誤，韓籍人士學習華語時，對聲調詞組的不同理解及韻律模組的差異，會對學習者產生干擾，就會有腔調上的差異。實驗研究方法為教師聽辨研究方法，研究學生聲調偏誤，韓漢的韻律結構差異可能造成學習者對聲調詞組的不同理解，韓語中的韻律模組，不存在於漢語中。除了理解韓語及漢語的差異，還要理解韓語聲調詞組中的模組，及區分的方法，如送氣音或是硬音在音高上有所不同會對聲調模組產生不同影響。從聲調偏誤了解到韓國聲調受到韓國韻律模組的影響，導致在學習漢語時產生了負遷移。</p>
<p>1041 14:15-14:30</p>	<p style="text-align: center;">俄國學生華語聲調偏誤分析及教學建議 張文珍 中國文化大學研究生</p> <p style="text-align: center;">摘要</p> <p>本研究以 3 位俄語學生的聲調偏誤為出發點，以實驗測試法和教師聽辨分析法為研究方法分析俄語學生的口語偏誤。數據來自三位俄國學習者來台學習每週 2 小時共 18 週，學習時數 36 小時的課程。數據的分析顯示俄國學習者在說話時聲調會往上或往下及起點音比較高。前人對俄國學生的研究大多數來自中國大陸地區，來自台灣地區的研究極少；前人研究中所提出的改進方法是以反復練習為主，但效果不太好。本文會探討反復練習、音樂啟蒙法、逐字標調法的教學和 Zhang (2006) 肢體教學法的實用度和成效。Zhang (2006) 肢體教學法以身體為中心，教學之中會用哼聲、拍手、節奏還有動作來教學，通過句型的節奏學習提高學習者對聲調與節奏的敏感性。肢體教學法已經用過教中國學生學泰語的課程上了。本文會詳細介紹肢體教學法的相關研究，以便為解決俄語外籍生華語聲調習得提出建議。</p>
<p>1138 14:30-14:45</p>	<p style="text-align: center;">汉语与泰语感叹词对比研究 Chanachok Sudprasert Jenjira Buddahon Dhurakij Pundit University</p>

摘要

感叹词是表达情绪的一种重要方式，是沟通与互动中不可或缺的一部分，而感叹词即为情绪表达的一项重要方式。感叹词是人类表达喜怒哀乐等情感的词，是最富于表现力的词语之一。它丰富了人类沟通与互动的语言表达方式。学会它，有利于向他人表达和传递复杂的思想和内在的情绪，在日常生活中，起着举足轻重的作用。感叹词是人类自然反应或表达的生理反应，从自然的行为构成语言连续体的核心。但是目前针对汉泰感叹词的对比研究分析还没有报道。本文作者为泰国人，其母语为泰语，学习汉语多年，在研究汉语与泰语感叹词方面具有一定语言基础。

Session 6

15:15-16:30

Theme: Cross-culture and customer

Session Chair: *Dr. Chun-Shuo Chen*

Affiliation: China-ASEN International College, Dhurakij Pundit University

ID	Title / Author's name / Abstract
<p>1007 15:15-15:30</p>	<p>Exploring of the Correlation between Satisfaction of Service Quality, Customer Loyalty and Marketing Strategy on Market Share Chang-Hsien Hsu¹ Chia-Chi Lin*¹ Fu-Min Chang² ¹Department of Business Administration, Asia University, Taiwan ²Department of Finance Chaoyang University of Technology, Taiwan</p> <p style="text-align: center;">Abstract</p> <p>Diversified consumption habits, credit cards have become the most common payment tools for consumers. This paper attempts to explore whether customers are satisfied with the quality of card-issuing services, customer loyalty and marketing strategies, and whether it affects the ratio of card-issuing banks in the credit card market. This study mainly takes Likert scale and literature theory as the basis of questionnaire structure, and uses the chi-square test to verify the correlation between the various facets. The empirical results show that if the issuing bank can provide good professional services, service attitude and timely provide services that meet customer needs, Will increase the customer's loyalty to the issuing bank, and thus increase the market share of the issuing bank; if the issuing bank can increase the credit card equity or consumer feedback incentives, it will help to improve customer loyalty and service quality satisfaction and encourage customers to spontaneously sexually recommend others to use, continue to use or refer to other commodity services of the issuing bank, thus increasing the market share of the issuing bank, and researching and inferring that when the customer is satisfied with the various services of the credit card, the discussion hypothesis that the market share of the issuing bank is raised is established.</p>
<p>1079 15:30-15:45</p>	<p>Political Economy and Thai Television - The case study of Channel 7 Jonas Becker Pirawan Numdokmai Pongstorn Limanonn Stamford International University</p> <p style="text-align: center;">Abstract</p> <p>This research paper examines various mechanisms and characteristics of political economy within the Thai media, with specific focus on the case of Channel 7. The formal owner of this broadcasting station, the Royal Thai Army, leased out a long-term license over a period from 1957 - 2020 to Bangkok Broadcasting Television Company, which is mainly owned by the Ratanarak family group, currently one of richest families in Thailand belonging to</p>

	<p>the traditional “Old money family businesses” with Chinese descent. For assessing the involvement and impact key characteristics of the media theory of political theory such as marketisation, liberalisation, integration, diversification and internationalisation are tested.</p>
<p>1110 15:45-16:00</p>	<p>The Research of innovation ambidexterity perspective on marketing art performance groups Chang-Hsien Hsu Yu-Hsuan Lan* Hsin-Pei Wu Department of Business Administration, Asia University, Taiwan</p> <p style="text-align: center;">Abstract</p> <p>The promotion of the arts and cultural performances has reached significant progress for the county and city governments in recent years. Based on the cultural and artistic characteristics of different regions, several activities including policy formulation, the construction of venues, the promotion and marketing the art groups or performers, and even the establishment of an art village or specific cultural area has gradually fulfilled Taiwan’s local characteristics. However, according to the previous research, the Chinese market has considerable potential for cultural consumption no matter for the hardware and software section, and the actual consumption of the cultural industry market shows that the entire cultural market still has much space for improvement. Under the influence of the global economic downturn in recent years, the arts performing market is more likely to face the infliction of the box office. How to open up the market through the innovation and the change of marketing strategies is more important for the art performing groups to pursue the future development and sustainability. The study took the " G2 Drum Art " as a case and explore how this performance use innovation ambidexterity to promote the ticket sales in a short period and to attract potential customers from both middle-level and lower-level customers. Promoting the performance itself not only can support the group but also build the brand value of the group. The interaction of sub-culture and arts can ultimately maintain the unique and stability for the art performing groups.</p>
<p>1140 16:00-16:15</p>	<p>Corporate Social Responsibility Performance (CSR) and Perceived Brand Quality on Chinese Students-based Brand Preference in a Private University in Thailand Haofu Li¹ Dr. Shanshan Wang² 1Dhurakij Pundit University, China-ASEAN International College 2Panyapiwat Institute of Management (PIM)</p> <p style="text-align: center;">Abstract</p> <p>Research on the Corporate Social Responsibility (CSR) has been broadly studied across many different industries. More and more organizations have started paying more attention on CSR when it has bought significant impacts on society, economy and environment. This study aims to investigate the impact of Chinese students choosing an oversea university</p>

	<p>through the implementation of CSR activities toward to brand preference and also the impact of perceived brand quality on Chinese students towards to brand preference. The results from PLS regression analysis found that CSR to environment, CSR to society and CSR to stakeholder are positively related to brand preference and CSR to environment and CSR to society are positively supported perceived brand quality, except CSR to stakeholder is not significantly related to perceived brand quality. These findings suggest that when Chinese students choosing an oversea university with Chinese study program, they focus on the activities that a university implements on environment and society more than the fact of stakeholder.</p>
<p>1157 16:15-16:30</p>	<p>Perception of Conflict: A Cross-cultural Comparison between Hong Kong Chinese and Thais Kelvin C. K. Lam¹ Nuntasaree Sukato^{2*} ¹Dhurakij Pundit University ²King Mongkut's Institute of Technology Ladkrabang</p> <p>Abstract</p> <p>This study addresses the questions of how managers and subordinates perceive the development of conflict in workplace. Using qualitative methodology, a total of twenty Hong Kong Chinese and Thais provided their perceptions of conflict through semi-structured, in-depth interviews. The findings showed a relationship between cultural values and views of conflict. Values of a person can be a factor which influences a person's view on conflict. The common view of conflict as inevitable and constructive facilitated a favourable environment and atmosphere in the workplace where both the Hong Kong Chinese and Thais had positive view on conflict resolution.</p>

Session 7

15:15-16:30

Theme: Enterprise and customer

Session Chair: *Dr. Sze-Ting Chen*

Affiliation: China-ASEN International College, Dhurakij Pundit University

ID	Title / Author's name / Abstract
<p>1005 15:15-15:30</p>	<p style="text-align: center;">NKT 集团构建财务共享服务中心的研究 田绪浩 彭兆祺 正大管理学院</p> <p style="text-align: center;">摘要</p> <p>本文应用文献研究法和案例研究法.通过对有关文献的查阅,以NKT集团为研究对象研究财务共享服务中心的构建思路问题;研究分析了NKT集团的财务管理现状,揭示出在财务管理方面存在的问题,并用SWOT分析法对该集团构建共享中心的可行性进行研究,通过对该集团构建的优劣势分析,为其正式实施搭建了框架思路,并最终制定出本阶段实施财务共享中心的步骤策略,即从业务选择范围、选址、流程再造、组织变革、绩效评价等方面开始实施。希望能帮助NKT集团建立适合其特点的财务共享服务中心,也为那些中型企业集团的共享服务建设提供参考。</p>
<p>1026 15:30-15:45</p>	<p style="text-align: center;">職場中男女工作平等差異之研究 Hsin-Pei Wu¹ Yu-Mei Wang² Hsin Chen³ Yi-Hui Chen⁴ ^{1 2 3} Department of Business Administration, Asia University, Taiwan ⁴ Department of M-Commerce and Multimedia Applications, Asia University, Taiwan</p> <p style="text-align: center;">摘要</p> <p>本研究之目的在探討台灣職場男女知覺工作平等之差異,並做為職場擬定工作規範的參考依據。近年來,性別平等意識逐漸抬頭,職場上對工作平權的呼籲也不曾間斷,究竟在政府頒布性別工作平等法之後,男女工作不平等的狀況有否改善呢?為此,我們透過2016年勞動部統計處釋出之「105年工作場所就業平等概況調查」資料,以台灣全職工作者為樣本,由總調查人數4100人中隨機抽樣1031人進行探究。針對11項工作條件,比較受雇男女在這些項目上的知覺,並將結果提供改善職場工作平等之狀況。研究發現,女性比男性在「調薪幅度」、「考核」、「陞遷」、「性騷擾」方面明顯感受到工作不平等,顯示台灣職場中的女性勞工仍然未能擺脫職場玻璃天花板的約束。</p>
<p>1071 15:45-16:00</p>	<p style="text-align: center;">以計畫行為理論探討台灣和馬來西亞消費者對綠建築之購買為意向 黃慶源 張原誠 鄭義鋼 Department of Marketing Management, SHU-TE University, Taiwan China-ASEN International College, Dhurakij Pundit University Graduate School of Business and Management, SHU-TE University, Taiwan</p> <p style="text-align: center;">摘要</p> <p>「永續發展(Sustainable Development)」是全球邁入二十一世紀各國所重視之共同努力</p>

	<p>方向。人類發展至今，如何使環境生態與人為開發建設間取得平衡共存，乃是現代土木營建工程在進行規劃設計及施工時應導入之新思維。尤其在能源與資源有限性下，推動綠建築(Green Building)更是政府、建築業與消費者責無旁貸的事。因此本研究以計畫行為理論(The Theory of Planned Behavior)為理論基礎，探討開發國家台灣與開發中國家馬來西亞兩國消費者對綠色建築購買意向之環境行為比較分析，探討其相關變數包含態度 (Attitude)、主觀規範 (Subjective Norm) 及認知行為控制 (Perceived Behavioral Control) 與購買行為意向(Behavior Intention)之關連性。本研究資料分析結果後，得到以下幾項重要結論：台灣及馬來西亞消費者之「態度」、「主觀規範」、「知覺行為控制」均對購買「行為意願」呈正向影響，其中「態度」與「知覺行為控制」呈現正向顯著影響；台灣消費者「態度」與「利己性」、「利他性」、「利社會」均呈現正向顯著影響，馬來西亞消費者「態度」與「利己性」、「利社會」均呈現正向顯著影響；台灣消費者「主觀規範」與「主群體」、「次群體」有正向顯著影響，馬來西亞消費者「主觀規範」僅與「主群體」有正向顯著影響；台灣消費者「知覺行為控制」與「便利條件」、「自我效能」皆有正向顯著影響，馬來西亞消費者則無。本研究顯示台灣與馬來西亞消費者在「態度」、「主觀規範」與「知覺行為控制」對購買「行為意願」有近於一致的關聯，但個別「態度」、「主觀規範」與「知覺行為控制」對次級變項的關聯性能有差異。</p>
<p>1135 16:00-16:15</p>	<p style="text-align: center;">金融支持对中国苗族文化创意小微企业成长绩效影响研究 陶剑 刘松柏 正大管理学院</p> <p style="text-align: center;">摘要</p> <p>本文以小微企业金融支持理论为基础，运用实证研究方法，以中国苗族文化创意小微企业为研究对象，引入企业能力为中介变量，研究了金融支持、企业能力与企业成长绩效之间的关系。研究结果表明，金融支持对苗族文化创意小微企业的能力及成长绩效均有显著的正向影响，企业能力在金融支持与成长绩效之间有中介作用，金融支持通过对企业能力的促进来提高苗族文化创意小微企业成长绩效。最后针对研究结果，本文提出了促进金融支持苗族文化创意小微企业的对策建议。</p>
<p>1161 16:15-16:30</p>	<p style="text-align: center;">员工多样性在知识分享过程中的影响 农任媛* 陈鼻 正大管理学院</p> <p style="text-align: center;">摘要</p> <p>随着经济全球化的进程，市场竞争越来越激烈，团队逐渐成为企业的运作手段，成为重要的组织形式；同时企业员工的组成也随着全球化呈现越来越明显的多样性特征。现有文献对多样性在知识分享中的研究较少，也很少具体说明多样性在知识分享过程中的影响。本文运用定性研究方法研究多样性在知识管理过程中的影响。首先将文献中较为稳定的员工多样性因素进行提炼、归纳，总结出 15 个员工多样性因素并将其分成三大类型：任务相关多样性、关系相关多样性及深层特质多样性；其次通过半结构化访谈法向 20 位受访者收集数据，并对他们提供的知识分享案例进行深度分析和解读，通过例证说明案例中产生影响的多样性因素及其对知识分享的具体影响；最终，本文发现任务相关的多样性因素有高、低及大、小之分；关系相关的多样性因素在团队中有不同的分布情况；深层特质的多样性因素可根据其异同对团队成员进行分类；由于这三类多样性类型的不同差异对知识分享的过程产生了影响。</p>

Session 8

15:15-16:30

Theme: Curriculum, family education, and mental health

Session Chair: *Dr. Yi-Jian Huang*

Affiliation: China-ASEN International College, Dhurakij Pundit University

ID	Title / Author's name / Abstract
<p>1013 15:15-15:30</p>	<p>海峽兩岸普通高中科學課程綱要之研究比較從自我調整學習角度分析 蔡秉宸 嘉義大學教育研究所博士生</p> <p>摘要 兩岸近年均對教育進行一連串改革，大陸提出「中國學生發展核心素養」、台灣則提出「12年國教」，兩者均以素養為主要訴求點，這與 USESCO、OECD、EU 等國際組織的觀點一致，並在 2017 年不約而同提出相對於新教育的課程綱要或課程標準，以期能一改過去缺憾，並達成終身學習目標，同時這與自我調整學習(SRL)的理念具一致性。而科學課程在兩岸課程變革中，卻有著不同的調整方式。本研究以自我調整學習角度分析海峽兩岸科學課程課綱(課標)，在推動自主學習上的差異。著重於以下二個層面： 1. 分析兩岸高中課程核心素養內涵與差異。 2. 以自我調整學習角度，比較兩岸科學課程課綱(課標)設計差異。 分析發現兩岸課綱(課標)有四大共同趨勢：高中定位基礎化、培養目標生活化、課程結構多樣化、課程實施學生中心化，與兩種基本分歧：科教重視度、學科統整性。</p>
<p>1037 15:30-15:45</p>	<p>台湾地区幼儿园教保人员在职进修、工作价值观与专业发展之相关研究 郑雅婷^{1*} 邱宪义² ^{1*}台湾首府大学幼儿教育系兼任助理教授 ²台南大学教育学博士</p> <p>摘要 本研究旨在探讨台湾幼儿园教保人员在职进修、工作价值观与教师专业发展之间的关联。以 105 学年度就读儿童与家庭服务学系的进修部学生为研究对象。总计发出 400 份问卷，问卷设计包含个人基本资料、幼儿园教师专业发展问卷、工作价值观问卷、幼儿园教师在职进修问卷。并采径路分析方法，以探究变项间的关系及影响情形。结果显示，幼儿园教保人员在职进修会藉由工作价值观来显著影响教师专业发展，且呈现中介效果。最后，根据研究发现，对教育实务与未来研究提出建议。</p>
<p>1043 15:45-16:00</p>	<p>由主要照顧者觀點探究在家教育實施的現況與感受 程恩蓓¹ 林雅容² ¹嘉義大學教育學系博士生 ²臺中教育大學副教授</p> <p>摘要 本研究透過質性研究的深度訪談方式，蒐集五位研究對象對於在家教育服務情況的看法、主觀感受與建議，彙整訪談資料後與文獻資料相對應後，完成分析與討論，提出研究結果。本研究結果歸納出下列結論： 一、家長不清楚個別化教育計畫的內容及重要性；得知政府相關社會福利補助訊息不</p>

	<p>一致，並且對於服務內容瞭解不夠。</p> <p>二、以其子女身體健康、生活快樂為主要教學期待，家長認為學童障礙程度過於嚴重，在家教育是目前最適合孩童的教育安置方式。</p> <p>三、在家教育教師對於學童及家長的幫助及在教學內容、教具使用、教學方式、教學態度差異很大，多數家長與學童沒有參與過學校舉辦的活動。</p> <p>四、家長建議在家教育老師要有多元化的教學方式及資源整合的能力，增加教學時數，設籍學校應主動關心在家教育學童，建議舉辦與同為在家教育家庭互動機會的活動，並配合相關的志工服務。</p> <p>本研究期盼帶給關心在家教育者不同面向的省思，以增進在家教育服務品質及作為相關政策制定時的參考。</p>
<p>1049 16:00-16:15</p>	<p style="text-align: center;">博仁大学中文国际学院经济数学教学课程中的问题探讨 李满华 泰国博仁大学 中国-东盟国际学院</p> <p style="text-align: center;">摘要</p> <p>经济数学是经济管理专业课程的核心基础必修课程。相当一部分学生从中学开始就没有打好初等数学的基础，心理上惧怕数学，进而逃避学习数学，这其中有教师教学方法的原因，但更多的是学生对待经济数学态度、本人学习习惯等问题。梳理近几年国内学者关于经济数学教学过程中的问题从中发现，教学方法的改良，可提高学生的经济数学学习成果；通过与其他本科大学课程大纲的对比，发现本院经济数学学习的课时量需要增加；通过数学学习的问卷调查，发现本院学生在本门课程的学习中存在数学基础薄弱、学习习惯不佳等影响数学学习成绩等诸多因素，希望能提出相应的改进方案，以培养适应现代商业社会的应用本科型人才，为本科学生将来的工作，攻读研究生等进一步晋升提供必要的支持。</p>
<p>1056 16:15-16:30</p>	<p style="text-align: center;">青少年憂鬱症狀之跨時間恆等性分析 張仁誠 農偉掛居 泰国博仁大学中国-东盟国际学院</p> <p style="text-align: center;">摘要</p> <p>本研究主要的目的，系探讨青少年忧郁症状量表 SCL-90-R 在跨时间点上的纵贯恒等性分析。本研究利用了「台湾青少年成长历程研究」(Taiwan Youth Project) 的国一样本数据，合并青少年样本 2000 到 2003 共三波资料，经过遗漏值完全删除法(list-wise)，余 2317 人进行分析。并利用 Chen, Sousa, & West (2005)的二阶段验证性因素分析的恒等性分析法，探讨青少年忧郁症状的二阶段结构恒等性。研究结果发现：虽然 $\Delta\chi^2$ 指针受到样本人数较多影响而达到显著水平，但各个假设模式除观察变项之误差外，ΔCFI 指标均小于 .01 之标准，显示在各时间点的模式上，SCL-90-R 量表均能满足因素负荷量恒等、截距恒等，以及潜在变项残差恒等的假定。</p>

Session 9

15:15-16:30

Theme: Chinese language teaching

Session Chair: *Dr. Yuan-Cheng Chang*

Affiliation: China-ASEN International College, Dhurakij Pundit University

ID	Title / Author's name / Abstract
<p>1029 15:15-15:30</p>	<p style="text-align: center;">泰国博仁大学汉语交际课研究 黄文良 泰国博仁大学，经贸中文系</p> <p style="text-align: center;">摘要</p> <p>汉语的能力可以具体划分为四种，即听、说、读、写。汉语学习者要想获得较高的语言技能，必须对这四种能力进行专项训练。这四项能力中的听与说的能力直接与日常交际相关，在教学过程中着重对学习者的听说技能进行培养，应该是整个教学过程中的重要内容。笔者的研究对象是非汉语专业的学生，从实际情况来分析，此研究对象还分为零基础的和有基础的。研究主要分支为学习情况教材使用以及课堂调查研究，以获得更全面的研究结果为研究价值。因为本研究只针对笔者任教的泰国博仁大学交际中文课，明显存在研究范围不够广，代表性不够强等问题。但笔者希望通过本研究使泰国的交际中文技能的训练得到重视，可以使泰国博仁大学的中文系教学计划更加完善，也希望可以为对泰汉语听说课有效地提高汉语学习者的交际中文技能，促进对外汉语教学事业的发展。</p>
<p>1074 15:30-15:45</p>	<p style="text-align: center;">中国文学泰译热潮的时期划分问题的探析 李学志 泰国博仁大学 中国-东盟国际学院</p> <p style="text-align: center;">摘要</p> <p>随着中国国际影响力的提高，汉学研究逐渐成为泰国研究的显学，中国文学泰译研究也成为汉学研究中的热点，但中国文学泰译研究中，存在着中国文学泰译热潮时期划分比较混乱，顺序不一致，命名标准不统一等问题，既有按公元时间进行划分的，又有按泰国国王世代划分，亦有按文学作品类型进行划分等等。为了解决中国文学泰译热潮时期划分及命名混乱，标准不统一的问题，提出新的中国文学泰译时期划分和命名方法，使中国文学泰译热潮时期其划分及命名标准能够统一，使中国文学泰译研究能够规范化和标准统一化。本研究通过对研究中国文学泰译热潮时期划分的文献资料进行收集、分析和对比研究，提出了新的标准统一的时期划分和命名方法，以对中国文学泰译历史的研究提供一些参考和帮助。</p>
<p>1078 15:45-16:00</p>	<p style="text-align: center;">汉泰声母对比及中国学生偏误与教学对策 梅格云 泰国博仁大学 中国-东盟国际学院</p>

	<p style="text-align: center;">摘要</p> <p>本文旨在用语音学研究对比泰语语音和汉语语音，提出改进中国学生发音问题的建议，为中国学生学习基础泰语提供帮助。研究发现，泰语和汉语在辅音、元音和声调上有相同和相异之处。在第二语言教学中，如果让学生了解母语和第二语言的异同点，将有助于学生学习的理解。两种语言的相异之处可能会让大多数学生产生发音问题，因为学习时会受到母语的影响。因此，在对中国学生进行泰语教学时，教师可采用比较两种语言发音的方法。通过语音学讲解特殊音节的发音和特点，举例讲解与汉语音节相似的部分泰语辅音、元音和声调，有助于提高学生发音的准确性。</p>
<p style="text-align: center;">1091 16:00-16:15</p>	<p style="text-align: center;">對外漢語教材在對外泰語教學研究的重要性 吴亮亮 泰国博仁大学 中国-东盟国际学院</p> <p style="text-align: center;">摘要</p> <p>教材是知识的载体，也是教学的主要工具。近期随着贸易、投资、军事、医疗以及各方面合作的增长，世界许多国家包括泰国国内对外泰语课程的数量日益增多。就泰国国内而言，泰语课程的类型比较多样化，从专业证书到博士点的都有。目前关于对外泰语教学、课程、以及泰语专业和非专业等领域的研究陆续问世，而专门着手于对外泰语教材（TFL）的研究却比较稀罕，尤其是中文版的泰语教材，其发展的空间比较可观。本文仅谈论泰国国内对外泰语教学研究状况，再介绍泰国对外泰语教材研究领域的发展路线、特点以及不足之处，最后讨论对外泰语教材研究的重要性。</p>
<p style="text-align: center;">1136 16:15-16:30</p>	<p style="text-align: center;">孔子学院志愿者的支持与泰国本地学校的影响 Thanon Phunsapphaisan¹ Wasana Srisastra² Natthana Koeysomboon³ ¹华东师范大学高等教育研究所 ²博仁大学中文项目学生生活部 ³正大管理学院通识教育处汉语教育组</p> <p style="text-align: center;">摘要</p> <p>“一带一路”的重点在于加强政策沟通、设施联通、贸易畅通、资金融通、民心相。以共同发展、公平发展、和平发展、开放发展和可持续发展为理念，以共商、共建、共享为该战略的原则，以共同构建开放、包容、均衡、普惠的区域经济合作为“一带一路”战略的构架。民心相通是其他四通的基础，孔子学院对民心相通而言是取得胜利的轨道。尽管孔子学院在各个国家支持汉语教师、汉语教材等方面。笔者通过采访几位泰国籍汉语全职教师有关孔子学院支持汉语教师方面。结果可以总结为几个问题，志愿者的连续性、全职教师的工作量、汉语教师的经验都是泰国本土学校收到的一些影响。</p>

Session 10

15:15-16:15

Theme: Wellness

Session Chair: *Dr. Ya-Ping Chang*

Affiliation: China-ASEN International College, Dhurakij Pundit University

ID	Title / Author's name / Abstract
<p>1023 15:15-15:30</p>	<p style="text-align: center;">中泰人文交流现状研究 黄蕙 泰国正大管理学院</p> <p style="text-align: center;">摘要</p> <p>中泰人文交流源远流长，民间性强，具有很强的可塑性和典型性，深刻研究中泰人文交流的历史和现状，能够为如何发展中泰人文交流指明方向，并能够增进两国教育、科技、文化、传媒、体育、卫生等领域的合作交流，美美与共、文明互鉴，让两国人民共同享受和创造文明的成果，共创更好未来。</p>
<p>1050 15:30-15:45</p>	<p style="text-align: center;">曼谷的大学商圈商店汉语使用与中国顾客购满意愿调查研究 ——以泰国博仁大学和泰国商会大学为例 Anongkarat Bangsri¹ Threesoon Kesorn² Suphakorn Tapim³ ¹Krirk University ²Dhurakij Pundit University ³Sathorn Health land and Spa</p> <p style="text-align: center;">摘要</p> <p>本研究主要在探讨曼谷大学商圈商店汉语水平及中国顾客汉语商店涉入对购买意愿之影响，故提出以下研究目的，研究泰国博仁大学和泰国商会大学商圈附近商家使用汉语水平的现状，了解中国顾客的性别对汉语服务商店涉入与购买意愿的差异，分析中国顾客汉语服务商店涉入，对购买意愿的影响，本研究样本为 200 位商家和 200 位中国顾客，研究结果发现商家的汉语使用率与能力总体为一般；不同性别的顾客在汉语服务商店涉入有差异，而且顾客的汉语商店服务涉入对顾客购满意愿有正向影响。在改进措施方面，商家应该加强汉语水平或招来会汉语的员工以提高汉语服务为了符合中国顾客增加的要求，提升顾客购买的意愿。</p>
<p>1060 15:45-16:00</p>	<p style="text-align: center;">"中国电影市场现状与发展思考——以 2012-2017 年中国电影市场为例" 王欣欣 姚瑶 博仁大学 中国-东盟国际学院</p> <p style="text-align: center;">摘要</p> <p>中国电影市场目前发展态势良好，影片产量与票房都呈现上升趋势。巨额的票房仍然掩盖不了一些问题，包括电影产品质量参差不齐，服务渠道中电影排片量悬殊，以及进口片在中国电影市场中占有的不合理比重。研究从 2012 年至 2017 年的中国电影市场产品与票房入手，分析市场发展失衡的原因，找寻合适的改善措施，以促进中国电影生态平衡。</p>

<p>1143 16:00-16:15</p>	<p>贵州万山国家矿山公园的旅游吸引力提升途径 喻熊 铜仁幼儿师范高等专科学校</p> <p>摘要</p> <p>贵州万山国家矿山公园是在万山矿产资源枯竭、发展矿业举步维艰的背景下发展起来的，正处于发展的起步阶段，在归纳旅游景区吸引力概念、影响因素以及重要意义的基础上，深入分析了其自然资源、历史文化、区位与交通、节日活动、配套设施、对景区的向往和景区整体形象等影响其旅游吸引力的因素,进而提出了提升其吸引力的途径。</p>
------------------------------------	--

Session 11

09:00-10:30

Theme: Education Management 1

Session Chair: *Dr. Jian-Hao Huang*

Affiliation: China-ASEN International College, Dhurakij Pundit University

ID	Title / Author's name / Abstract
<p>1001 09:00-09:15</p>	<p style="text-align: center;">高职生社会支持对学习倦怠的影响：心理韧性的中介效应 陈丽霞^{1,2} 吴春^{1,2} 欧阳淑华³ ¹江西新能源科技职业学院 ²博仁大学中国-东盟国际学院 ³江西冶金职业技术学院</p> <p style="text-align: center;">摘要</p> <p>本研究目的透过社会支持、心理韧性了解高职生学习倦怠状况并试图探讨高职生的心理韧性在社会支持与学习倦怠关系中的中介作用。本研究运用领悟社会支持量表 (PSSS)、心理韧性量表 (RS-25) 和学生学习倦怠量表 (MBI-SS) 进行问卷调查, 对中国江西省 3 所高职院校 403 名大学高职生进行施测, 采用结构方程模型及 Bootstrap 法探究心理韧性在社会支持与学习倦怠关系之间起的中介作用。本研究发现: ①高职生整体学习倦怠水平处于中等水平。②高职生的社会支持、心理韧性分别与学习倦怠呈显著负相关; 高职生的社会支持与心理韧性呈显著正相关。③高职生的社会支持显著正向影响心理韧性; 高职生的心理韧性显著负向影响学习倦怠。④高职生的社会支持完全透过心理韧性负向显著学习倦怠。亦即心理韧性在社会支持与学习倦怠关系中起到完全中介作用。因此, 本研究建议今后高职生学习倦怠问题应得到更多关注, 建议家庭、教师等周围重要人员提供高职生更多的精神或物质支持, 有助于高职生的自信心、对自我的肯定等积极心理, 从而预防和降低高职生学习倦怠行为。</p>
<p>1010 09:15-09:30</p>	<p style="text-align: center;">Fey 的容纳他人量表在高职生应用研究 吴春^{1,2} 陈丽霞^{1,2} 黄新民¹ ¹江西新能源科技职业学院 ²博仁大学中国-东盟国际学院</p> <p style="text-align: center;">摘要</p> <p>研究目的为探讨 Fey 容纳他人量表用于测量高职大学生容纳他人程度的可行性。以期提供一个用于评价高职大学生容纳他人行为的工具。研究方法是先对 101 名高职生进行预试, 经过项目分析和探索性因素分析确定正式问卷, 再抽取 239 名高职大学生进行正试施测。结果表明: (1) 量表信度良好, 各维度及量表总体 Cronbach's α 值为 0.725、0.742 和 0.810; (2) 量表测量模式与实际测量适配度良好, 指数 RMESA 小于 0.08, TLI、CFI 和 GFI 都达到 0.90 以上; (3) 量表内部两个维度之间具有区别度; (4) 不同性别、年级、学科在两个维度之间不存在显著差异。</p>

<p>1027 09:30-09:45</p>	<p>大学生创业自我效能对创业意向的影响：以中国海南省某高校为例 王立宇 海南热带海洋学院 博仁大学中国东盟国际学院</p> <p>摘要</p> <p>本研究以大学生创业为观点，探讨大学生创业自我效能与创业意向之关系，主要以海南省一所公立大学 870 名大学生进行调查研究，通过问卷调查法作为主要研究方法，分析大学生创业自我效能对创业意向的影响。研究结果显示：大学生创业自我效能对创业意向有显著正向预测力。</p>
<p>1055 09:45-10:00</p>	<p>中国广西师范类大学生手机依赖与学业拖延的关系:社会支持的调节作用 农伟挂居 泰国博仁大学中国-东盟国际学院</p> <p>摘要</p> <p>为明确师范类大学生学业拖延行为的形成及影响因素，本研究探讨了个人因素(手机依赖)、环境因素（社会支持）对学业拖延的作用机制，重点考察了社会支持在手机依赖与学业拖延之间的调节作用。以立意抽样选取 763 名广西师范类大学生，使用一般拖延量表、手机依赖指数量表、大学生社会支持评定量表进行问卷调查。结果显示：(1) 在控制性别、是否独生子女后，手机依赖对学业拖延具有显著的正向预测作用；(2) 在控制性别、是否独生子女后，社会支持对学业拖延具有显著的负向预测作用；(3) 在控制性别、是否独生子女后，社会支持在手机依赖与学业拖延的关系中起调节作用。</p>
<p>1057 10:00-10:15-</p>	<p>中国江苏省大学生班级气氛对主观幸福感的影响：以教师支持和同学支持为中介 丁鑫 王娟 泰国博仁大学中国-东盟国际学院</p> <p>摘要</p> <p>本研究基于生态系统理论考察了班级气氛对大学生主观幸福感的作用机制。采用班级气氛量表、社会支持量表、同学支持量表和主观幸福感量表对 444 名中国江苏省大学生进行研究。研究发现：(1) 江苏省三所大学的学生感知班级气氛、教师支持、同学支持和主观幸福感的现况总体属于中上程度；(2) 大学生班级气氛对主观幸福感具有显著的正向影响；(3) 大学生班级气氛对教师支持具有显著的正向影响；(4) 大学生班级气氛对同学支持具有显著的正向影响；(5) 大学生教师支持对主观幸福感具有显著的正向影响；(6) 大学生同学支持对主观幸福感具有显著的正向影响；(7) 大学生教师支持在班级气氛和主观幸福感的关系中起到中介作用；(8) 大学生同学支持在班级气氛和主观幸福感的关系中起到中介作用。</p>

<p>1058 10:15-10:30</p>	<p>将积极心理学运用于中国民航飞行员在职教育：一个整合工作压力、工作倦怠及心理资本的调节效果分析 王娟 丁鑫 泰国博仁大学中国-东盟国际学院</p> <p>摘要</p> <p>本研究基于扩展与建构理论考察了工作压力对民航飞行员工作倦怠的作用机制。采用工作压力量表、工作倦怠量表、心理资本量表对 350 名中国民航在职飞行员进行研究。研究发现：（1）中国民航飞行员工作压力、工作倦怠现况为中等程度。（2）中国民航飞行员心理资本现况为中高程度。（3）民航飞行员工作压力对工作倦怠具有显著的正向影响；（4）民航飞行员心理资本在工作压力与工作倦怠的关系中起到调节作用。</p>
------------------------------------	---

Session 12

09:00-10:30

Theme: Business Administration 1

Session Chair: *Dr. Cheng-Jui Tseng*

Affiliation: China-ASEAN International College, Dhurakij Pundit University

ID	Title / Author's name / Abstract
<p>1066 09:00-09:15</p>	<p style="text-align: center;">货币政策对中国国债收益率影响的实证研究 徐隆基 泰国博仁大学中国-东盟国际学院</p> <p style="text-align: center;">摘要</p> <p>国债收益率通常被解释为投资国债每年所得收益占资本的比例，能为投资者进行资产定价、投资决策等提供重要依据。国债收益率曲线也是风险管理、金融资产定价、套期保值等方面的参照标准，以此构建的国债利率期限结构更能作为“晴雨表”反映宏观经济情况。对国债收益率的研究多涉及到国债利率期限结构的构建及估计方面，对此国内外已经做了相当程度的探索，而针对宏观经济因素对国债收益率的影响分析方面国内的研究则相对较少。随着人民币在离岸市场及在岸市场的快速发展，银行间、交易所债券市场的日渐融合，债券一级市场及二级市场的日益成熟，SDR 利率篮子纳入了 3 个月国债收益率曲线利率等，探究宏观经济因素与国债收益率之间的相关关系具有十分深远的理论和现实意义。不仅有助于研究宏观经济政策在国债市场传导性机制是否成熟、有效，有助于投资者合理地进行投资决策，还有助于政策制定当局理性调节国债发行制度、规模、频率等，从而有利于中国在深化经济体制改革的重要阶段建立起更加完善、稳健、高流动性的国债市场。本文应用回归分析等方法展开分析，实证剖析了货币政策对国债收益率的影响。</p>
<p>1070 09:15-09:30</p>	<p style="text-align: center;">消费者环保认知对品牌忠诚度之影响：品牌个性的调节效果 李浩南 陈俊硕* 泰国博仁大学中国-东盟国际学院</p> <p style="text-align: center;">摘要</p> <p>中国对环境问题的重视，使得环保观念日渐深入人心，消费者越来越关注品牌的体验，以及品牌的相关特质是否与其内在绿色环保价值相匹配。本研究以消费者-品牌关系理论为基础，结合相关文献，建立了研究框架，发展了调查问卷，以探究相关变量间的关系。预期成果为：消费者的环保认知会在品牌个性的调节作用下，对品牌体验、品牌认同与品牌依恋产生显著正向影响，并据此形成消费者-品牌关系，进而显著正向影响消费者对品牌的忠诚度。</p>

<p>1075 09:30-09:45</p>	<p style="text-align: center;">中国游客对曼谷辉煌区夜市的满意度 丁瑞娜 泰国博仁大学艺术旅游学院旅游专业</p> <p style="text-align: center;">摘要</p> <p>本论文研究目的是研究中国游客对曼谷辉煌区夜市的满意度和探讨不同中国游客的人口统计特征对曼谷辉煌区夜市满意度的影响,中国游客的人口统计特征包括:性别、年龄、教育水平、月平均收入和来自的地区。本论文研究中使用的样本组是前往曼谷辉煌区夜市的中国游客。在此数据中收集使用了 400 人。分析中使用的统计数据是百分比,平均值,标准差。验证假设使用的统计数据是 T-test、单因素方差分析(One way ANOVA)和 LSD 方法分析双重差异。研究结果显示,中国游客对曼谷辉煌区夜市的满意度在整体情况处于较高水平。从 4 个方面,按降序排列如下,便利设施方面、安全方面、商店和餐饮方面以及宣传和公共关系方面。从验证假设的结果发现,中国游客的人口统计特征不同,对曼谷辉煌区夜市的满意度不同,通过确定 0.05 的统计学显著性水平。</p>
<p>1096 09:45-10:00</p>	<p style="text-align: center;">基于中国手机品牌社群认同对品牌延伸评价的影响研究 王俊杰 张雅萍* 泰国博仁大学中国-东盟国际学院</p> <p style="text-align: center;">摘要</p> <p>本文基于中国手机品牌社群认同的视角,研究品牌社群认同对品牌延伸评价的影响,以及检验感知契合度在二者之间的中介影响,同时加入品牌信任检验感知契合度与品牌延伸评价两者之间的调节影响。实证研究结果显示,品牌社群认同对品牌延伸评价起具有积极作用,企业要培养社群成员的认同度,注重消费者对延伸产品的契合度,从而提高用户通过母产品联想到延伸产品上,进而提高延伸产品评价。同时,增强消费者品牌信任度,降低消费者在未来购买产品的风险性,使其较多了解企业推出的新产品,提高消费者对品牌延伸的接受和使用的可能性。</p>
<p>1098 10:00-10:15</p>	<p style="text-align: center;">中国上市公司送转比与累计超额收益率之关联性研究 樊耀军 陈思婷 泰国博仁大学中国-东盟国际学院</p> <p style="text-align: center;">摘要</p> <p>随着中国创业板市场的开辟,越来越多的中小企业为了让投资者享受企业成长的喜悦、传递经营业绩利多的消息,且有助于保持市常良好形象以进行市值管理等目的。上市公司往往倾向于选择制定股票股利分配政策来代替现金分红,特别是采用高比例送转股票的股利分配政策,而投资者也热衷于投资此类股票。然而,高比例送转股票的股利政策放大了盲目跟从、内幕交易以及虚假信息对股票市场风险的影响,及增大股票市</p>

	<p>场的不确定性。基于此，本文收集 CSMAR、Wind 数据库，从 2014-2017 年中国创业板上市公司数据。运用事件研究法分析创业板上市公司高送转公告对股票收益率的影响，及联立方程组模型，结果发现送转股票股利预案公告对创业板上市公司收益率有显著正向的影响，且创业板上市公司每股累计金额与送转比成正相关关系，以及创业板上市公司送转比与累计超额收益率成正相关关系。</p>
<p>1137 10: 15-10:30</p>	<p style="text-align: center;">知觉风险、知觉价值与再购意愿的影响研究 Jiang Aobo Dhurakij Pundit University</p> <p style="text-align: center;">摘要</p> <p>电子商务与网络购物不仅是我国发展重点产业，也越来越受学者与业者关注。然而，多数消费者在网络购物时会对网络购物的风险与价值考虑再三后才会进行购买；因此，为了解消费者网络购物时的知觉风险、知觉价值与再购意愿间的关系，及消费者性别差异的调节效果。本研究藉由结构方程模型分析以测验研究架构中的因果效应。研究结果发现：（1）消费者网络购物时的知觉财务风险与知觉时间风险显著负向影响其知觉功利性价值与知觉享乐性价值，知觉产品风险却无；（2）消费者网络购物时的知觉功利性价值与知觉享乐性价值皆显著正向影响其再购意愿。最后，本研究亦依照研究结果相关之管理意涵，以提供网络购物业者平台营运之参考。</p>

Session 13

09:00-10:30

Theme: Business Administration 2

Session Chair: *Dr. Tzu-Chia Chen*

Affiliation: China-ASEN International College, Dhurakij Pundit University

ID	Title / Author's name / Abstract
<p>1144 09:00-09:15</p>	<p>大学生社会责任意识、绿色生活方式对主观幸福感的影响：兼论反思道德关注的调节效果 黄上上 陈王昆 张雅萍 泰国博仁大学中国-东盟国际学院</p> <p>摘要</p> <p>全球化成为时代主题的当下，地球村理念已经深入人心，经济快速发展，环境问题随之而来。建设绿色城市，培育公众的绿色消费观念，倡导绿色生活方式。当代大学生身为我国最年轻的一批高素质人才，有义务去保护我们的生态环境。本研究立足中国社会背景，以中国大学生为观察入口，从大学生视角出发，试图在社会责任意识与其主观幸福感之间探索一种合理的关联，同时以绿色生活方式作为其中介变量，以反思道德关注为调节变量进行研究。通过实证分析得出研究结果：社会责任意识对主观幸福感具有显著正向影响；绿色生活方式对主观幸福感具有显著正向影响；反思道德关注在社会责任意识与主观幸福感之间具有显著的正向调节作用。</p>
<p>1146 09:15-09:30</p>	<p>探讨游客旅游动机、休闲涉入对重游意愿之影响 王进 张雅萍* 泰国博仁大学中国-东盟国际学院</p> <p>摘要</p> <p>近年来，随着旅游产业的不断推进，泰国曼谷旅游的大力宣传与推广，让泰国旅游业得到了迅猛的发展。面对泰国旅游地日益激烈的竞争的发展环境，研究游客旅游动机、休闲涉入与其重游意愿之间的关系，能提高泰国旅游的核心竞争力。在此基础上探讨了游客重游意愿和感知价值的关系。结果表明，泰国曼谷游客重游意愿与感知价值的精神价值关系密切。因此泰国今后发展的重点应放在提高游客精神方面的享受并增加娱乐性强、游客参与度高的旅游设施和项目方面。</p>
<p>1148 09:30-09:45</p>	<p>体验营销对顾客公民行为及品牌忠诚影响之研究：以主观幸福感与品牌认同为中介变项，自我一致性与主动性人格为调节变项 王子琛* 王家福 泰国博仁大学中国-东盟国际学院</p>

	<p style="text-align: center;">摘要</p> <p>面如市场竞争如此激烈状况下，品牌忠诚以及消费者参与企业价值链循环的程度更显得重要。目前学者们对顾客公民行为这种角色外行为以及品牌忠诚的研究仍相对有限，故本研究将以主观幸福感和品牌认同为中介变项，以自我一致性与主动性人格为调节变项,探讨体验营销对顾客公民行为以及品牌忠诚之间的关系,并建构一研究框架,以作为后续实证研究的基础。</p>
<p style="text-align: center;">1150 09:45-10:00</p>	<p style="text-align: center;">探讨互联网知识付费之“得到”品牌的个性、品牌至爱和口碑的影响：以消费者性格和品牌体验分享为调节</p> <p style="text-align: center;">何昊旻 张雅萍* 泰国博仁大学中国-东盟国际学院</p> <p style="text-align: center;">摘要</p> <p>21 世纪，在商业世界里，品牌战略是企业发展的不二法门；而随着在互联网的发展以及人们对知识的不断渴求，中国互联网出现了知识付费行业。在竞争逐渐加大的知识付费领域内，“名品牌”的效应无疑是巨大的；既提高产品价值，又增加了消费者粘性。在此基础上探讨品牌至爱（Brand love）和口碑（WOM）的关系。结果表明，互联网品牌有鲜明的品牌个性，消费者面对时自身性格和其品牌个性保持一致时，便能产生良好的品牌至爱，进而促使电子口碑（eWOM）的形成。另外，消费者把对于品牌的体验分享出去，能有效的增强电子口碑的形成和传播。</p>
<p style="text-align: center;">1152 10:00-10:15</p>	<p style="text-align: center;">美容业顾客间互动、服务接触对顾客满意度之影响研究--以顾客积极情绪、体验价值为中介变量，以顾客兼容性为调节变量</p> <p style="text-align: center;">雷鸣* 王家福 泰国博仁大学中国-东盟国际学院</p> <p style="text-align: center;">摘要</p> <p>近年来，美容产业成为中国大陆的一个热门产业，随着美容消费者要求的日益提高，顾客满意度成为衡量美容院服务优劣的标准之一。前人学者对顾客满意度的前因进行了广泛研究，发现影响顾客满意度的因素主要存在于两个方面：(1)“物”的方面，例如：产品的品质、商店形象等；(2)“人”的方面，例如：服务接触（服务人员与顾客之间的接触）、顾客间互动（顾客与顾客之间的接触）等。其中，对于“物”方面的改良是企业很容易做到的，但针对“人”方面的改善：企业如何察觉问题，如何改善问题是难以捉摸的。因此，本研究通过整理过往的文献，以典型的服务业——美容业为研究对象，对顾客间互动、服务接触与顾客满意度间的关系进行研究，同时引入顾客积极情绪和体验价值作为中介变量，顾客兼容性作为调节变量，进行研究,期能对理论及实务提供建议。</p>

<p>1153 10:00-10:30</p>	<p>品牌认知对购买意图的影响： 品牌情感与品牌态度的中介作用及品牌促销的调节作用</p> <p>胡馨月* 王家福 泰国博仁大学中国-东盟国际学院</p> <p>摘要</p> <p>以小红书为代表的社交电商近年来在中国国内得到了迅速发展。本研究运用相关营销理论,拟通过问卷调查分析,探讨消费者品牌认知如何影响其购买意图,并研究品牌情感与品牌态度的中介效果以及品牌促销的调节作用,期能在理论上或实务上提供建议。</p>
------------------------------------	--

Session 14

10:45-12:00

Theme: Business Administration 3

Session Chair: *Dr. Jian-Fu Wang*

Affiliation: China-ASEN International College, Dhurakij Pundit University

ID	Title / Author's name / Abstract
<p>1077 10:45-11:00</p>	<p style="text-align: center;">Empirical Analysis of the Impact of Equity Incentive on Corporate Performance —— Take A-Share Listed Companies as an Example Chen Si Yao Wang Kun Chen China-ASEN International College, Dhurakij Pundit University</p> <p style="text-align: center;">Abstract</p> <p>As the reform of equity division is approaching to the end, China's State-owned Assets Supervision and Administration Commission (SASAC) and the ministry of finance promulgated <i>The Measures for the Administration of the Listed Company Equity Incentive</i> in August 2016. Meanwhile, in order to improve the performance of the company, a growing number of companies began to give equity incentive to executives and employees, under the circumstance that China's capital market is constantly improving. Based on such context, this paper makes a theoretical analysis of the impact of executives equity incentive on corporate performance, so as to provide a reference for corporate management.</p>
<p>1085 11:00-11:15</p>	<p style="text-align: center;">Research on the Purchasing Behavior of Wealth Management Products on the Internet by Social Cognition Theory Li Sha Gao Wang Kun Chen China-ASEN International College, Dhurakij Pundit University</p> <p style="text-align: center;">Abstract</p> <p>This paper seeks to construct a theoretical framework that affects the purchase behavior of wealth management products on the internet by social cognitive theory. Using word of mouth as a mediator and starting from the consumers themselves, this study takes China's largest monetary fund "Yuebao" as the research object. The questionnaires were conducted to explore the factors affecting purchase intention and behavior. In the meantime, reliability and validity analysis, correlation and regression analysis were carried out on the questionnaires. The research result reveals that perceived value and word of mouth are the main factors contributing to purchase intention and behavior, while perceived risk has no significant effect on purchase intention and behavior.</p>

<p>1139 11:15-11:30</p>	<p>Grey Relational Analysis of China's Industrial Structure and Economic Growth Ying Qi Lei China-ASEN International College, Dhurakij Pundit University</p> <p>Abstract</p> <p>This paper seeks to construct a theoretical framework that affects the purchase behavior of wealth management products on the internet by social cognitive theory. Using word of mouth as a mediator and starting from the consumers themselves, this study takes China's largest monetary fund "Yuebao" as the research object. The questionnaires were conducted to explore the factors affecting purchase intention and behavior. In the meantime, reliability and validity analysis, correlation and regression analysis were carried out on the questionnaires. The research result reveals that perceived value and word of mouth are the main factors contributing to purchase intention and behavior, while perceived risk has no significant effect on purchase intention and behavior.</p>
<p>1158 11:30-11:45</p>	<p>Analysis of Factors Affecting Chinese Enterprises' Willingness to Investment in Thailand Yu Hao Guo Wang Kun Chen China-ASEN International College, Dhurakij Pundit University</p> <p>Abstract</p> <p>With the increasingly closer ties between China and Thailand, trade and investment of these two countries has become more frequent than ever before, which result in a popular trend of China's direct investment in Thailand. By studying the previous researches on FDI by various scholars, this paper selects the industrial production index of Thailand, per capita wages, taxation, production price index, and China's FDI in Thailand as the key factors. Furthermore, by examining the relationship between these key factors and FDI through a series of analytical methods such as regression analysis, it is found that the amount of China's foreign direct investment to Thailand in the previous period has a positive impact on foreign direct investment in the current period. Additionally, if the per capita wage level, the tax on foreign investors, and the production price index of Thailand gets bigger, the foreign direct investment between China and Thailand will decrease. In the due course, this paper aims to make some suggestions to the Chinese investors and their future in investment in Thailand, as well as giving some recommending changes to the Thai side of the investment.</p>

<p>1160 11:45-12:00</p>	<p>The Impact Of Organic Food's Corporate Image And Electronic Word Of Mouth On Consumers' Purchase Intention: The Moderating Effect Of Moral Identity、 Self-efficacy And Impression Management Motivation Ying CHEN Chun-Shuo CHEN China-ASEN International College, Dhurakij Pundit University</p> <p>Abstract</p> <p>Organic food consumption has become a hot topic in the academic field. In the future, Marketing and psychological drivers are likely to play an important role and are subject to discussion. In this context, based on the TRA and SOR model, this paper aims to discuss: Does corporate image and electronic word-of-mouth affect the intention to buy organic food under the moderating effect of moral identity? Does impression management motivation and self-efficacy have a moderating effect on the “attitude-behavioral intention” transformation process in organic consumption? Finally, this study expands the theoretical research on the factors affecting organic food consumption, and proposes marketing recommendations to promote organic food consumption.</p>
------------------------------------	---

Session 15

10:45-12:00

Theme: Education Management 2

Session Chair: *Dr. Li-Wei Wei*

Affiliation: China-ASEN International College, Dhurakij Pundit University

ID	Title / Author's name / Abstract
<p>1059 10:45-11:00</p>	<p>中国知网近十年初中数学教学成效研究之后设分析 徐天问 黄益坚 泰国博仁大学中国-东盟国际学院</p> <p>摘要</p> <p>随着我国教育改革的持续推进,对数学教学方法的讨论也一直没有停歇,对于数学教学方法的研究也是日新月异,因此,找到一种最适合初中数学教学的教学方法是十分重要的。本研究将数学教学方法分为“直观性教学”、“情境教学”、“其它”三类,并使用统合研究方法中的后设分析法,对不同的教学方法对于初中学生的数学成绩的影响是否一致进行研究。为了保证本研究的结论足够准确,本研究的样本是从中国知网上搜集的44篇相关论文,“直观性教学”类13篇,“情境教学”类13篇,“其它”类18篇。本研究的结论有以下两点,分别为:(1)不同的教学方法对于初中学生的数学成绩的影响是一致的。(2)新型学习方法对初中生的数学成绩的影响的效果量为正。</p>
<p>1063 11:00-11:15</p>	<p>陕西省音乐类大学生美感素养与人格特质的关系 崔海荣 泰国博仁大学中国-东盟国际学院</p> <p>摘要</p> <p>近年来,陕西省深入贯彻国务院关于学校美育工作的意见精神,取得一定的成效。本研究通过对大学生美感素养与人格特质进行问卷调查,以陕西省音乐学专业大学生为对象,采用方便抽样的方式,发放问卷450份,收到有效问卷418份,有效回收率为92.8%。结果发现:音乐类大学生美感素养与人格特质之间具有显著的正相关,回归结果表明,音乐类大学生的美感素养对人格特质有显著的影响作用。</p>
<p>1080 11:15-11:30</p>	<p>中国大学生情绪智力对心理健康的影响,以社会支持为调节变量 尚阳阳 泰国博仁大学中国-东盟国际学院</p> <p>摘要</p> <p>本研究目的在于探讨大学生情绪智力对心理健康是否有影响,社会支持在情绪智力和心理健康之间是否有调节作用。本研究以中国北方地区普通高等大学844名学生为研究对象,使用《Wong-Law情绪力量表》、《成人心理健康量表》、《社会支持行为问卷》并用回归模型来分析情绪智力、社会支持和心理健康三个变量的关系。研究结果如下:(1)大学生的情绪智力、社会支持、心理健康三者之间有显著的正相关;(2)情绪智力对心理健康有显著的预测作用;(3)社会支持在大学生情绪智力对心理健康的影响中没有显著的调节作用。</p>

<p>1108 11:30-11:45</p>	<p style="text-align: center;">中国在泰留学生自我效能感、跨文化适应和学习行为关系之研究 蒋文霞 泰国博仁大学中国-东盟国际学院</p> <p style="text-align: center;">摘要</p> <p>本研究是探讨在泰中国留学生自我效能感、跨文化适应以及学习行为之关系研究，跨文化适应对自我效能感与学生学习行为的影响中介效果。以 Bandura 的三元交互论为理论基础。通过对泰国三所大学的中国留学生为研究对象进行问卷调查，分别是泰国博仁大学、泰国商会大学、泰国易三仓大学，共计发 750 份问卷，回收问卷 683 份，回收率为 91.06%。其中有效问卷为 616 份，无效问卷 67 份。有效问卷回收率为 90.19%。运用以 SPSS22.0 统计软件及 AMOS 21.0 软件进行资料分析，并针对其分析结果进行解释及验证。研究结果发现：自我效能感、跨文化适应对学习行为皆有正向影响；自我效能感对学习行为有正向影响；跨文化适应对学习行为有正向影响；跨文化适应对自我效能感和学习行为有部分中介效果；并找出了自我效能感、跨文化适应是影响学习行为的因素。最后，针对研究结果进行讨论，并提出相关的建议与未来的研究方向。</p>
<p>1114 11:45-12:00</p>	<p style="text-align: center;">中国 2-3 岁幼儿智能发展之感统游戏课程设计 余涛 泰国博仁大学中国-东盟国际学院</p> <p style="text-align: center;">摘要</p> <p>本研究基于幼儿智能与感统游戏理论，从幼儿集体教学视角，系统构建了感统游戏课程设计思路、要素及课程实施流程的课程框架，据此并结合教学实务具体设计适宜中国 2-3 岁幼儿智能发展的 16 个主题式情景化感统游戏教案，经专家评审，具有良好的评分者信度和内容效度，对于中国 0-3 岁托幼集体教养机构与家长的早期教养有一定的实践指导意义。</p>

Poster Presentation

(4 April, 2019) 11:30-12:00

ID	Title / Author's name / Abstract
1104	<p style="text-align: center;">A Study of Effect of Hofstede's cultural dimensions theory on Employee loyalty: The Mediating Effect Analysis of Leader- Member Exchange Relationship YUNXI JIANG Faculty of International College, Siam University, Thailand</p> <p style="text-align: center;">Abstract</p> <p>In the final analysis, the competition among countries in the world is the competition of talents, and the competition among enterprises is also the case. How to make excellent employees identify with and be loyal to the enterprise and ultimately remain effective for the enterprise is particularly critical. This article studies employee loyalty from the Hofstede's cultural dimensions theory and leader-member exchange relationship, and aims to provide some reference for multinational corporations to establish effective employment and retention mechanisms and policies in Asian regions.</p> <p>In this paper, a questionnaire survey was used to survey 400 employees. Inspected the relationship between the Hofstede's cultural dimensions theory and leader-member exchange relationship and employee loyalty. This paper discusses the mediating effect of leader-member exchange relationship on the influence of Hofstede's cultural dimension theory on employee loyalty. Through empirical analysis, this paper draws the following conclusions: (1) Hofstede's theory of cultural dimensions has a positive effect on employee leader-member exchange relationship. Hofstede's five cultural dimension theories have a positive effect on employee leader-member exchange relationship. (2) Hofstede's cultural dimension theory has a positive effect on employee loyalty. (3) The employee's leader-member exchange relationship has a positive effect on employee loyalty. (4) leader-member exchange relationship plays a mediating role in Hofstede's cultural dimension theory and employee loyalty. (5) Highly-matched Hofstede's cultural dimension theory, through high-quality leader-member exchange relationship, can strengthen employee loyalty. (6) Hofstede's cultural dimension theory and employee leader-member exchange relationship may have dual effects on employees' corporate loyalty.</p>
1109	<p style="text-align: center;">Career Planning and Incentive of International Students in a Thailand: case of DPU- ICAC Student Ximing Shi China-ASEN International College, Dhurakij Pundit University</p> <p style="text-align: center;">Abstract</p> <p>Since 1993 when China published a policy that encouraged citizens to study abroad, going abroad for education has been more popular as it considered to be beneficial for career</p>

	<p>planning. Twenty six years have passed the effectiveness of overseas education in relation to career development is still questionable. This study focused on the incentive of studying in Thailand. The qualitative method was adopted to conduct this study. For example, interviews about students' daily informal discussion topics are used to analyze their career planning. Previous literatures are used to review and investigate the education quality of universities and student experiences in Thailand. Finally, the research result conformed that the overseas education might not have impacted in students' career planning as before.</p>
<p>1017</p>	<p style="text-align: center;">云南省大学教师的坚毅对自我效能感的影响研究 张珂 泰国博仁大学中国-东盟国际学院</p> <p style="text-align: center;">摘要</p> <p>本研究目的为探讨中国云南省的大学教师的坚毅对自我效能感产生之具体影响。据此，本研究使用问卷调研法、针对回收数据进行数据分析，探究研究目的，进以调查不同性别、不同任教时间、不同等级的教师职业资格、不同等级的学位对大学教师的坚毅、自我效能感之差异分析及影响。依据回收数据经由统计分析以检视研究目的，此研究结论为，(1)大学教师的坚毅对自我效能感有显著正向影响；(2)大学教师不同性别对坚毅、自我效能感有显著差异性；(3)大学教师不同任教时间对坚毅、自我效能感有显著差异性；(4)大学教师不同等级的教师职业资格对坚毅、自我效能感有显著差异性；(5)大学教师不同等级的学位对坚毅、自我效能感有显著差异性。</p>
<p>1025</p>	<p style="text-align: center;">多元智慧理论融入舞蹈创作教学对中国舞蹈专业大学生之舞蹈创造力影响 马莉 泰国博仁大学中国-东盟国际学院</p> <p style="text-align: center;">摘要</p> <p>本研究旨在探讨多元智慧理论融入舞蹈创作教学对中国舞蹈专业大学生之舞蹈创造力影响，并了解学生经由此教学模式而提升舞蹈创造力，本研究采用准实验方法，研究对象为陕西省某高校舞蹈专业三年级两个班级学生 (N=49)，教学实验为四周课程含 8 节课程，一班为接受多元智慧理论教学的实验组 (N=25)，另一个班为传统教学的控制组 (N=24)，资料处理采用描述性统计、相依样本 t 检定、ANCOVA 等。经由实验结果的数据发现，(1)多元智慧理论融入舞蹈创作教学有效提升中国舞蹈专业大学生之舞蹈创造力；(2)多元智慧理论融入舞蹈创作教学提升中国舞蹈专业学生身体创造力及回应能力的成果；(3)参与多元智慧理论融入舞蹈创作教学课程之中国舞蹈专业学生与未参与之中国舞蹈专业学生在舞蹈创造力上有显着性差异。</p>

<p>1032</p>	<p>合伙人包容型领导对员工工作满意度的影响研究 闫全山 正大管理学院中国研究生院</p> <p>摘要</p> <p>从探索领导力的内涵、探索领导力的新模式和新理论、中国文化背景下的领导力理论、工作满意度、合伙人包容型领导力提升的途径等方面，对北京北方亚事资产评估事务所(特殊普通合伙)为对象进行访谈和分析，提出包容型领导在合伙制知识型企业发展的领导力及对工作满意度影响方面的研究方向。</p>
<p>1033</p>	<p>基于胜任力下的人力资源管理模式 董业均 正大管理学院中国研究生院</p> <p>摘要</p> <p>在当今高速发展的时代，科技和经济都得到了迅速的发展。所以，要提高公司竞争力，对于团队内部的每一个成员，都应该要提高其技术能力与专业能力。而且现在很多的企业对员工的素质要求也渐渐增加很多。在所有关于人力资源的研究中，最重要的是以胜任力为主题的人力资源管理，本文从人力资源管理的模式中选取绩效管理和工资要求等不同观点进行分析。主要对以胜任力为基础的人力资源管理模式进行了研究和应用分析。从上世纪开始，美国著名的心理学家麦克利兰就提出了“胜任力”的理论。为人力资源管理模式提供了全新的视角。而且从此以后，人力资源的管理模式的主要构成因素，变更为基于胜任力的人力资源规划、基于胜任力的绩效管理，以及基于胜任力的人力资源培训与开发三种。所以在此后，人力资源的管理，也慢慢转变成为以实力为基础的人力资源管理模式。所以，对于胜任力的研究，是能够促进我国对于人力资源管理模式进行研究的基础。而且长期以来，大多数企业的人力资源管理部门中的人力资源管理模式。主要是建立在对员工的工作分析基础之上的。此工作性质的出发点，属于人力资源对工作岗位的被动适应而不是主动适应。长此以往，人力资源的固有模式逐渐显现出局限性。所以，建造全新的人力资源管理模式迫在眉睫。</p>
<p>1065</p>	<p>父母奖励对学前儿童社交技巧的影响 吴琼 泰国博仁大学中国-东盟国际学院</p> <p>摘要</p> <p>本研究的目的是验证影响学前儿童社交技巧是否受父母奖励影响。本研究采用问卷调查法，通过使用《父母奖励量表》和《社交技巧评估量表》收集北京六所示范幼儿园学前儿童，采用立意抽样方法最终得到 397 份有效问卷，再通过分析得出以下研究结果：1.女生的父母行为奖励的得分显着高于男生的父母行为奖励得分。2.随着儿童年级的增长，父母越多地采用态度奖励。3.父母的文化程度越高，越倾向采用态度奖励。</p>

	<p>4.随着年级的增长, 儿童与教师的社交技巧得分越高。5.父母受教育程度的提高, 儿童与教师的社交技巧得分越高。6.父母文化程度越高, 儿童与同侪的社交技巧得分越高。7.父母奖励对儿童与教师社交技巧和与同侪社交技巧均存在正向预测作用, 其中父母态度奖励对儿童与教师社交技巧的解释率为 34.8%。父母态度奖励对儿童与同侪社交技巧的解释率为 37.4%。</p>
<p>1068</p>	<p style="text-align: center;">南京吉祥牌云锦的营销策略研究 林天瑶¹ 尚鸿雁^{2*} ¹ 中国研究生学院 ^{2*} 正大管理学院</p> <p style="text-align: center;">摘要</p> <p>21 世纪, 越来越多的非物质文化遗产濒临灭绝, 南京云锦作为非物质文化遗产的一项, 面临着同样的困境。南京云锦作为中国传统丝绸工艺中的巅峰之作, 其木机妆花工艺是中国千年织锦史上唯一流传至今尚无法用现代机器生产代替的传统手工织造工艺。随着现代社会的进步, 快销品的流行, 云锦等传统手工艺品的市场被挤压。如何能让云锦能更好的在特色手工艺市场发展, 增加云锦的市场竞争力, 本文拟用问卷调查的方式从消费者行为进行分析, 通过实证研究, 运用因子分析法来找出南京云锦客户消费行为的主要影响因素, 通过结构方程模型因子验证来总结出各个维度的重要程度, 将之分为“购买意愿”和“购后反馈”两部分, 在通过差异性分析各个人群对待购买云锦的重视度, 如在购买意愿上男性消费者与女性消费者的购买意愿上的显著差异概率超过 95%。本研究发现女性消费者所感受到的重视度会高于男性消费者, 显示性别会导致较高的购买意愿。从年龄上看 30-50 岁的消费者在购买意愿方面显著高于年龄为 20-30 岁的消费者。从学历来看大学本科毕业的又显著高于其他阶段, 月收入 5000-7000 的也显著高于 3000-4000 从购后的重视度来看, 女性消费者感受到的满意度会高于男性消费者, 30-50 岁左右的消费者又高于 20-30 岁的消费者, 大学本科学历的消费者高于高中与硕士及以上的消费者, 月收入 5000-7000 的消费者在购后反馈上又高于其他消费者。</p>
<p>1072</p>	<p style="text-align: center;">中国信托业内外部环境因素对企业价值之关联性研究[*] 李旺 陈思婷* 泰国博仁大学中国-东盟国际学院</p> <p style="text-align: center;">摘要</p> <p>本文针对中国信托业企业价值的影响因素。首先从理论部分分析了影响中国信托业企业价值的各种因素, 将这些因素分为两大类, 即企业外部环境因素和企业内部环境因素。采用了主成分因子分析法对 68 家信托企业的综合因子得分进行了测算, 并将其测算值作为了回归分析中的被解释变量。然后依据理论部分的影响因素进行了实证分析。结果表明除了产业结构与信托业企业价值不显著外, 其他所选变量均与信托企业价值呈显著关系。</p>

<p>1082</p>	<p style="text-align: center;">中泰兩國之中國大學生美感經驗對平面設計的影響 林偉欣 泰国博仁大学中国-东盟国际学院</p> <p style="text-align: center;">摘要</p> <p>本研究主旨在探討中泰兩國之中國大學生美感經驗對平面設計的影響，以非隨機的抽樣方式，抽取中國華南、華東、西南和西北地區以及在泰國留學的藝術設計類相關專業共 300 名中國大學生作為受測對象，採用美感經驗量表為問卷調查結合平面設計實作的結構式評量法進行研究，運用線性回歸模式來分析大學生美感經驗與平面設計之間各變項的影響。研究發現：(1)大學生的美感經驗對平面設計具有顯著影響；(2)中國在地大學生與在泰中國大學生的美感經驗具有顯著差異；(3)中國在地大學生美感經驗對平面設計具有顯著影響；(4)在泰中國大學生美感經驗對平面設計沒有影響。</p>
<p>1083</p>	<p style="text-align: center;">音乐素质教育对中国安徽省普通高校大学生音乐审美观之影响 曹野平 泰国博仁大学中国-东盟国际学院</p> <p style="text-align: center;">摘要</p> <p>音乐素质教育是素质教育的重要组成部分，是高校基础课程改革的重要环节之一。本研究分别选取安徽省普通高校三所，对其非音乐专业大学生进行问卷调查，旨在探讨高校音乐素质教育的实施状况对大学生音乐审美观的影响。采用 SPSS 与 AMOS 统计软件作为资料分析工具，通过 Cronbach's α 系数和验证性分析检测问卷信效度，并使用了描述性统计分析、正态性检验、T 检定、ANOVA 单因素方差分析和 Pearson 相关分析等分析方法。通过分析发现，选修了音乐课程的大学生，其对高校音乐素质教育与自身的音乐审美观及其各因子之间存在极强的相关性。这表明，对音乐素质教育课程的满意度会直接影响个体的音乐审美观，且对课程满意度越高，则音乐审美观及其各因子得分越高，两者间呈现极强的正相关关系。</p>
<p>1088</p>	<p style="text-align: center;">PUGC 模式：未来国内短视频的发展模式 储文韬 安徽大学艺术与传媒学院</p> <p style="text-align: center;">摘要</p> <p>伴随着移动互联技术的普及和人工智能技术的深入应用，手机端流量提速降费的趋势越发明显，视频的生产与传播呈现出日益低门槛化。随着 BAT 入局短视频平台，加快短视频赛道发展。UGC (User Generated Content, 用户生产内容) 模式的出现和发展，在我国掀起了一股“全民自制视频”的热潮。但是 UGC 模式下生产出的内容暴露出不少问题，饱受争议。在此背景下，UGC 结合 PGC (Professional Generated Content, 专业生产内容) 而形成的 PUGC 模式，即“专业用户生产内容”或“专家生产内容”模式应运而生。本文将梨视频为例，通过分析 PUGC 模式的特点，最终论证 PUGC</p>

	模式是未来国内短视频内容生产的良性发展之路。
1090	<p style="text-align: center;">网络游戏与人际关系 张文静 泰国博仁大学中国-东盟国际学院</p> <p style="text-align: center;">摘要</p> <p>随着网络游戏的不断变化发展，网络开始在政治、经济、文化等不同领域有着重大的社会影响力，它与生俱来的不确定性及多元化特征所带来的巨大冲击，已经逐渐渗透到我所处社会的各个角落。网络使我们的交往形式进入了一个全新的时代，潜移默化地改变着社会中人与人的相互的关系，形成诸如微博、微信、qq 空间、直播、网络游戏等变化多样的虚拟社区。让人在网络的时间里面投入更多时间。探讨网络游戏人际交往状况怎样？是否有信任感、待人方式和交往行为？游戏交往的真实面貌所呈现的特征是怎样的？会给人们现实生活带来什么社会影响？是否从网友可以成为真的朋友？网络游戏恋爱到结婚牵手等等问题，进行深入和细致的分析与揭示。本次研究采用的是综述研究的方法，在参考十篇相关论文的基础上，但随着时间不断的变化，每一代的性格想法不一，从而人们网络文化观亦不同，探讨此话题具有一定的价值。</p>
1132	<p style="text-align: center;">中国大学生实习课程满意度、自我效能与学生就业能力相关性之研究 侯香夷 大连艺术学院</p> <p style="text-align: center;">摘要</p> <p>当前社会的就业形势日益严峻，毕业生眼高手低的状况异常普遍，用人单位面临“用工难、难用工”的困境。本研究探讨实践课程满意度对就业能力的影响，进一步分析了自我效能在实践课程满意度及就业能力之间的中介效果。本研究采用问卷调查法，以大连某民营艺术高校的学生为调查对象，获得有效问卷621份，经分析结果表明：除了不同时间参与实践教学的学生在课程满意度、自我效能及就业能力上没有显著差异外，其他不同背景的实习学生在课程满意度、自我效能及就业能力上均有差异；实习课程满意度会透过自我效能进而有助于就业能力。</p>
1141	<p style="text-align: center;">基于 SECI 模型的易班平台管理研究 刘林 尚鸿雁 泰国正大管理学院 中国研究生院</p> <p style="text-align: center;">摘要</p> <p>随着十九大的召开，中国特色社会主义社会进入了一个新的时代，这给高校思政工作也带来新的机遇与挑战。如何在新时代的引领下，充分合理的运用新媒体优势，进一步深</p>

	<p>化思想政治教育的创新是当前相关领域学者与高校思政人员所面临的主要问题之一。从当前学生在易班平台中的运用情况来看，普遍是显性知识的传输与获取，但是通常隐性知识对学生的影响力才更明显。本研究在SECI模型基础上对易班平台管理进行分析，为易班平台的管理提供一定的借鉴与参考，同时为易班管理的进一步研究提供丰富的理论依据。</p>
1159	<p style="text-align: center;">学生各项需求重要程度感知与性别特征相关性研究——以 PIM 为例 颜和然 何荣良* 泰国正大管理学院中国研究生院</p> <p style="text-align: center;">摘要</p> <p>本论文以学生需求为基础，构建了学生需求的测量模型，采用改进的 SERVQUAL 量表来测量学生对各项学生需求的重要程度感知，同时结合性别、年龄、职业实证分析后，指出中国留学生在泰国该中文学院求学过程中除了对教学质量、师资力量、校园环境等需求重视外，还需要学生独自应对一系列跨文化的学习与生活环境，因此学校是否能在学生遇到问题的时提供及时帮助也是一个重要尺度。本论文最终得出结论，了解学生需求与各项需求的重要程度，有助于泰国中文教育机构将有限的资源合理平均的分配到所需的地方，有效提高教育资源，并根据不同性别学生群体的需求，为留学生提供更好的教育环境。</p>

The 1st CHINA-ASEAN
International Conference 2019



DPU DHURAKIJ PUNDIT UNIVERSITY
มหาวิทยาลัยบูรพา

<http://www.dpu.ac.th/caiconf>

DPU
DHURAKIJ PUNDIT UNIVERSITY
CHINA-ASEAN INTERNATIONAL COLLEGE
泰国博仁大学中国-东盟国际学院

RSC
Research Service Center
Dhurakij Pundit University

**EASTERN
NEW MEXICO
UNIVERSITY**
Explore. Experience. Excel.



臺灣中正大學

臺灣海洋大學