



**THE 7TH
DPU**



INTERNATIONAL CONFERENCE

**ON BUSINESS, INNOVATION, AND
SOCIAL SCIENCES 2025**

SUSTAINABILITY IN ACTION

21-23 MAY 2025

Bangkok, Thailand



Register at www.dpu.ac.th/icbiss2025

Map of Dhurakij Pundit University (DPU)



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Instruction of Presentation

Instructions for on-site Registration

1. Please complete online registration



2. You can register at any time during the conference.
3. Certificate of Participation will be given after your presentation by email or post after the conference.
4. Your paper ID will be required for the registration.
5. Registration reception on 21st May 2025 is at Floor 3 of Building 3, DPU.

Instructions for Oral Presentations

- Devices Provided by the Conference Organizer:
 - Platform of ZOOM
 - ZOOM ID will be announced by 19th May 2025 via email and the official Facebook.
 - Facebook: <https://www.facebook.com/>
- Materials Provided by the Presenters:
 - Power Point or PDF files
 - Platform of ZOOM
- Duration of each Presentation (Tentatively):
 - Regular Oral Presentation: 10 Minutes of Presentation and 5 Minutes of Q&A
 - Keynote speech: 20 Minutes of Presentation, 5 Minutes of Q&A

Instructions for Poster Presentation

- **Materials Provided by the Conference Organizer:**
Facebook: <https://www.facebook.com/DPUicbis2025>
- **Materials Provided by the Presenters:**
Posters with jpg file
A 5-minute video of oral presentation with your PowerPoint
Email your poster and video to icbiss2025@dpu.ac.th

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.
- The conference proceeding and the certificate of presentation will be delivered to you by email or post by 30 June 2025 after the conference. The conference proceeding will be indexed in airiti Library.
- Information service via Facebook <https://www.facebook.com/DPUicbis2025>

Introduction for Keynote Speaker



Professor Dr. Dorothy I-ru Chen
National Chi Nan University

Dr. Dorothy I-ru Chen is a Professor in the Department of International and Comparative Education at National Chi Nan University. Dr. Chen obtained her PhD from Institute of Education, University College London (UCL), U.K.. Her current research focuses on gender education school curriculum, gender equity in academia, higher education and technical education(apprenticeship). She currently serves as the committee member of the Gender Equality Education Curriculum and Instruction Consulting Group, Ministry of Education in Taiwan, the board member of the Comparative Education Society of Asia and the editor of several educational journals. She took part in several teaching projects related interdisciplinary and participatory curriculum development in her university for the last few years. These projects reflect her commitment to socially responsive, place-based education and in building school-community-university partnerships.

Title: Toward a More Sustainable Academic Ecosystem: A Study on the Work Experiences of Early-Career Women in STEM Academia

Abstract: In recent decades, the global academic labor market has undergone significant changes due to the massification of higher education, austerity in public funding, and a shift toward contract-based employment. As tenure-track positions become increasingly scarce, early-career researchers—especially women—face mounting insecurity. STEM fields present additional challenges due to persistent gender disparities and male-dominated academic cultures.

For above reasons, this study tries to explore the career trajectories, institutional challenges, and support mechanisms encountered by early-career women scholars in STEM fields in Taiwan. This study employs a comparative policy analysis of international frameworks (e.g., the EU and the UK), alongside a statistical analysis of gender distribution across academic ranks in STEM fields in Taiwan. It also includes in-depth interviews with early-career women researchers in Taiwan, including doctoral students, postdoctoral teaching and research fellows, project-based faculty, and assistant professors. Research participants from four STEM fields—Natural Sciences, Engineering, Information and Communication Technologies (ICT), and Mathematics and Statistics—are included in the study.

Key finding of this study includes:

1. Persistent underrepresentation of women in STEM Academia: Although the percentage of women completing STEM doctoral programs has risen, few transition into academic roles. Women account for a disproportionately low share of assistant professors and an even smaller share of full professors, especially in engineering and technology fields.
2. Contractual insecurity and precarity: Both postdocs and project-based faculty (adjunct teachers) often experience short-term contracts, lack of promotion channels, and exclusion from faculty evaluations. Women in these roles often describe themselves as “invisible labor,” with significant research and teaching loads but little recognition or institutional support.
3. Gendered division of labor and cultural barriers: Interviewees reported implicit gender bias, exclusion from decision-making, and challenges gaining leadership roles in labs or research teams. Female faculty often perform more “service work” (e.g., student advising, committees) than male colleagues, limiting their time for research and advancement.
4. Work-life balance and family responsibilities: these early-career women scholars bear a disproportionate burden of family and caregiving duties, especially during the early years of raising children. Limited access to flexible working arrangements or childcare support contributes to career interruptions, reduced research productivity, and delayed promotions.
5. Lack of mentorship and role models: Many women scholars lack access to senior female mentors or peer networks, making it difficult to navigate academic advancement or respond to institutional challenges. Several respondents reported feelings of isolation, especially in male-dominated STEM departments.
6. Policy fragmentation and limited Institutional response: While Taiwan has adopted gender equality policies (e.g., leave entitlements, grant adjustments for maternity), many remain symbolic or difficult to access. Institutional support tends to be ad hoc, project-based, or dependent on individual managers’ goodwill.

This study confirms that early-career women in Taiwan’s STEM academia face a range of interconnected challenges, including institutional precarity, systemic gender bias, and limited structural support. Given human capital sustainability is critical to the competitiveness of higher education institutions, those that fail to attract and retain diverse talent—particularly women, minorities, and early-career researchers—due to unstable employment, restricted advancement pathways, and high-pressure environments risk undermining the future of Taiwan’s higher education sector. While individual efforts remain valuable, long-term solutions require coordinated policy reform, institutional restructuring, and the cultivation of inclusive academic cultures. The voices of these women collectively underscore the urgent need for structural reforms to build a more equitable and sustainable academic environment.

Keywords: STEM, women in academia, early career researcher

Introduction for Invited Talk 1



**Associate Professor Dr. Ye Liu
International Development
King's College London, UK**

Assoc. Prof. Dr. Ye Liu is a recipient of early-career awards—including the 2014 Junior Sociologist Prize from the Research Committee on Women in Society of the International Sociological Association and the 2014 SRHE Newer Researcher Award—Ye holds a PhD in Comparative Sociology from the Institute of Education, University of London. Her research has been published in leading academic journals, including *Sociology*, *Work, Employment & Society*, *International Affairs*, *The British Journal of Sociology of Education*, *Comparative Education Review*, *Higher Education*, and *International Journal of Educational Development*. Beyond academia, Ye has written for *The Conversation*, *Foreign Affairs*, and *The Diplomat*. Her research has been featured in *The Financial Times*, *The Guardian*, *BBC News*, *The New York Times*, and *Times Higher Education*. She has also appeared on *BBC Radio 4 Woman's Hour*, *BBC The Why Factor*, the *National Committee on US-China Relations Podcast*, and the *China Changing Festival* at the Southbank Centre.

Title: Building Trust in a Matrix of Distrust: Chinese International Students' Experiences in the UK
Authors: Ye Liu, Hui Huang and Jiexiu Chen

Abstract: This study investigates how trust is constructed among Chinese international students in the UK during the COVID-19 pandemic. Although much research addresses trust and migration, trust among international students remains underexplored. To address this gap, we propose a new theoretical approach of building trust within a matrix of distrust. Drawing on in-depth interviews with 70 Chinese international students who studied in the UK during the COVID-19 lockdowns from 2020 to 2021, we identify four main trust-relevant situations: performing public health rituals, learning during the pandemic, managing emotional well-being, and making sense of COVID policies. Our findings reveal that trust construction involved complex interactions with various trustees, challenging existing binary categorisations between generalised and particularised trust and in-group/out-group dynamics. We observed trust-building across ethnic boundaries and trust-contesting within in-groups, as well as shifts in political trust when exposed to alternative approaches. These findings demonstrate the limitations of existing trust categorizations and emphasize the need to consider trust as an evolving, context-dependent process. By focusing on building trust, this new theoretical approach not only allows us to uncover the sites and processes of trust construction but also to systematically map out how trustors and trustees interact in the matrix of trust-relevant situations.

Keywords: Trust, Trust construction, Social practice, the matrix of distrust, Chinese international Students, Covid-19

Introduction for Invited Talk 2



Professor Dr. Meng-Hsiang Hsu
Department of Information Management
National Kaohsiung University of Science and Technology (NKUST)

Dr. Meng-Hsiang Hsu is a Professor in the Department of Information Management at National Kaohsiung University of Science and Technology (NKUST). He has served as Vice President, Dean of the College of Management, and R&D Director. Awarded the K.T. Li Management Medal and recognized as one of the world's Top 2% Scientists (2020-2024), Dr. Hsu holds a Ph.D. in Information Management from NSYSU, an M.S. in Electrical Engineering from NTU, and a B.S. in Computer Engineering from NCTU. His expertise includes information society, information management, and knowledge management. He has published over 30 SSCI papers with 10,000+ citations and authored books on blockchain applications.

Title: Decentralized ESG Integration in RWA Platforms: Comparative Study of Socio-Technical Configurations

Abstract: The rapid advancement of blockchain technology and asset tokenization has catalyzed the emergence of Real World Asset (RWA) platforms, transforming traditionally illiquid assets—such as real estate, private equity, carbon credits, bonds, and commodities—into programmable, transparent, and fractionalized digital tokens. While much of the existing research has focused on the technical mechanisms of tokenization and decentralized finance (DeFi), there is a growing need to explore how sustainability considerations are institutionally embedded within these platforms. This study addresses this gap by examining the integration of Decentralized Environmental, Social, and Governance (dESG) principles within RWA ecosystems through a socio-technical co-construction lens.

Decentralized ESG (dESG) represents a paradigm shift from conventional ESG practices, leveraging blockchain's transparency, immutability, and community-driven governance to enhance trust, accountability, and efficiency in sustainability reporting and asset management. By embedding ESG metrics directly into smart contracts, token standards, and decentralized autonomous organizations (DAOs), dESG frameworks facilitate verifiable carbon credit management, supply chain traceability, and incentive-aligned sustainable behavior without reliance on centralized intermediaries.

This research constructs a six-dimensional socio-technical analytical framework—comprising Legal Mapping, Technical Execution, Compliance Handling, Governance Structures, Cross-Chain Integration, and ESG Orientation (enhanced as dESG Embeddedness)—to systematically evaluate how RWA platforms configure institutional mechanisms alongside technological architectures to support sustainability goals. Through comparative case studies of six representative platforms—specifically emphasizing Toucan Protocol, Solid World, and Flowcarbon—the study illustrates diverse strategies in operationalizing dESG.

Findings reveal that platforms like Toucan Protocol pioneer on-chain carbon pools and standardization of

carbon credit tokenization, enabling composable climate finance within DeFi ecosystems. Solid World innovates by introducing forward carbon credit liquidity solutions, addressing pre-certification market inefficiencies through decentralized governance. Flowcarbon bridges institutional ESG demands with Web3 infrastructure, offering enterprise-grade tokenization of voluntary carbon markets under robust legal and compliance frameworks.

The analysis highlights critical challenges in dESG adoption, including regulatory ambiguity, governance complexity, data verification standards, and balancing transparency with privacy. Nonetheless, the convergence of RWA and dESG presents transformative potential for sustainable finance, fostering greater inclusivity, efficiency, and resilience in addressing global environmental and social objectives.

This study contributes to academic discourse by framing dESG as a pivotal institutional innovation within tokenized asset ecosystems and offers practical insights for platform designers, policymakers, and investors aiming to align decentralized finance with sustainability imperatives. Future research directions include exploring standardized dESG protocols, cross-jurisdictional governance models, and the role of DAOs in evolving ESG accountability frameworks.

Keywords: Real World Assets (RWA), Decentralized ESG (dESG), Tokenization, Blockchain Governance, Sustainable Finance, Socio-Technical Systems, Carbon Credit Tokenization, DAO

***DPU International Conference on Business Innovation and Social Sciences 2025
(DPU ICBISS 2025)***

22 May 2025

Dhurakij Pundit University, Bangkok, Thailand

Agenda of International Sessions

Onsite presentation 09:30-12:00

Venue/Platform	Time	Activity
Pridi room, the 6th floor of Building 7	9:30-9:35	Traditional Thai Dance
Zoom 1 Meeting ID: 918 3660 3853 Passcode: 4724673564 Invited Link: https://zoom.us/j/91836603853?pwd=Puc5g4GccJwadpraHr9z9BN9l6eQs1.	9:35-9:45	Opening remarks Asst. Prof. Dr. Pattanant Petchchedchoo Vice President of Academic Affairs Chair of DPU ICBISS
	9:50-10:20	Keynote speech Professor Dr. Dorothy I-ru Chen National Chi Nan University <i>Topic: Toward a More Sustainable Academic Ecosystem: A Study on the Work Experiences of Early-Career Women in STEM Academia</i>
DPU Building 2 Room 231	10:30-11:30	Session 1 (5 papers) Theme: Risk, Innovation, and Institutional Dynamics Session Chair: <i>Dr. Wei-Li Wei</i>
DPU Building 2 Room 232 Zoom 1 Meeting ID: 918 3660 3853 Passcode: 4724673564 Invited Link: https://zoom.us/j/91836603853?pwd=Puc5g4GccJwadpraHr9z9BN9l6eQs1.	10:30-11:30	Session 2 (2 papers, Hybrid) Theme: Cultural Heritage in Art and Design Session Chair: <i>Dr. Kuan-Lian Lee</i>

Onsite Presentation 10:30-11:30

Platform	Time	Activity
DPU Building 2 Room 233	10:30-11:30	Session 3 (4 papers) Theme: Education Today Session Chair: <i>Asst. Prof. Dr. Man Jiang</i>
DPU Building 2 Room 234	10:30-11:15	Session 4 (3 papers) Theme: Novel Education Session Chair: <i>Dr. Chuan-Chi Chang</i>
DPU Building 2 Room 235	10:30-11:30	Session 5 (4 papers) Theme: Contemporary Education Session Chair: <i>Assoc. Prof. Dr. Yuan-Cheng Chang</i>
DPU Building 2 Room 236	10:30-11:30	Session 6 (4 papers) Theme: Innovative Business Session Chair: <i>Asst. Prof. Dr. Sze-Ting Chen</i>

Online Presentation via Zoom 13:30-15:00 (Business)

Platform	Time	Activity
Zoom 1 (Room 241) Meeting ID: 918 3660 3853 Passcode: 4724673564 Invited Link: https://zoom.us/j/91836603853?pwd=Puc5g4GccJwadpraHr9z9BN9l6eQs1.	13:30-13:50	Invited Talk Professor Dr. Meng-Hsiang Hsu NKUST <i>Topic: Decentralized ESG Integration in RWA Platforms: Comparative Study of Socio-Technical Configuration</i> Chair: <i>Asst. Prof. Dr. Chun-Shuo Chen</i>
Zoom 1 (Room 241) Meeting ID: 918 3660 3853 Passcode: 4724673564 Invited Link: https://zoom.us/j/91836603853?pwd=Puc5g4GccJwadpraHr9z9BN9l6eQs1.	14:00-14:30	Session 7 (2 papers) Theme: Business Trends Session Chair: <i>Asst. Prof. Dr. Chun-Shuo Chen</i>
Zoom 2 (Room 231) Meeting ID: 927 7246 1438 Passcode: 7394535425 Invited Link: https://zoom.us/j/92772461438?pwd=MPAHka1iLeebtALTN9mzC5aUT2ZK62.1	14:00-15:30	Session 8 (6 papers) Theme: Leadership, Knowledge, and Behavior in Tourism Session Chair: <i>Dr. Varis Limlawan</i>

Online Presentation via Zoom 13:30-15:30 (Education)

Platform	Time	Activity
Zoom 3 (Room 232) Meeting ID: 940 7492 7288 Passcode: 9887034634 Invited Link: https://zoom.us/j/94074927288?pwd=7C4EvrXB5ZD6a91fX8EQvQ0uQbVdcN.1	13:30-15:00	Session 9 (6 papers) Theme: Education Today Session Chair: <i>Dr. Jian-Hao Huang</i>
Zoom 4 (Room 233) Meeting ID: 932 6485 5361 Passcode: 8129703423 Invited Link: https://zoom.us/j/93264855361?pwd=66NmUWaGbo2rTPye9iCNy6QQAtfT0A.1	13:30-15:00	Session 10 (6 papers) Theme: Education Management Session Chair: <i>Dr. Hsuan-Po Wang</i>
Zoom 5 (Room 234) Meeting ID: 915 4266 8899 Passcode: 7945245602 Invited Link: https://zoom.us/j/91542668899?pwd=eAc0f0Xetwok1Ogt4d86Owsg8MlJiw.1	13:30-15:00	Session 11 (6 papers) Theme: Education Matters Session Chair: <i>Dr. Hsin-Chang Yu</i>

Online Presentation via Zoom 13:30-15:30 (Education)

Platform	Time	Activity
Zoom 8 (Room 242) Meeting ID: 638 7798 2899 Passcode: 4027563562 Invited Link: https://thairen.zoom.us/j/63877982899?pwd=nzxbI76gvhRY9LbFXcOi8Jw8Ng8z9H.1	13:30-14:45	Session 12 (5 papers) Theme: Higher Education Session Chair: <i>Dr. Ke Zhang</i>
Zoom 6 (Room 235) Meeting ID: 921 5170 4621 Passcode: 8849266355 Invited Link: https://zoom.us/j/92151704621?pwd=cVI3RXyZEEEvhoRiztFoqk1GFq7G4J.1	13:30-15:00	Session 13 (6 papers) Theme: Innovation, Well-being, and Culture in Education Session Chair: <i>Dr. Penpisut Sikakaew</i>
Zoom 7 (Room 236) Meeting ID: 954 3236 6565 Passcode: 8084634659 Invited Link: https://zoom.us/j/95432366565?pwd=X9IEcqhLbJBrUUDmAnTn4avgzONafc.1	13:30-15:45	Session 14 (5 papers) Theme: Learning, Identity, and Educational Outcomes Session Chair: <i>Assoc. Prof. Dr. Aswin Sangpikul</i>

Online Presentation via Zoom 15:00-16:35 (Education)

Platform	Time	Activity
Zoom 1 (Room 241) Meeting ID: 918 3660 3853 Passcode: 4724673564 Invited Link: https://zoom.us/j/91836603853?pwd=Puc5g4GccJwadpraHr9z9BN9l6eQs1.	15:00-15:20	Invited Talk Associate Professor Dr. Ye Liu King's College London <i>Topic: Building Trust in a Matrix of Distrust: Chinese International Students' Experiences in the UK</i> Chair: <i>Dr. Meng-Tien Chiang</i>
Zoom 1 (Room 241) Meeting ID: 918 3660 3853 Passcode: 4724673564 Invited Link: https://zoom.us/j/91836603853?pwd=Puc5g4GccJwadpraHr9z9BN9l6eQs1.	15:20-16:20	Session 15 (4 papers) Theme: Psychological and Institutional Factors in Education Session Chair: <i>Dr. Meng-Tien Chiang</i>

Poster & Video Presentation via Facebook 10:30-16:30

Platform	Time	Activity
Facebook https://www.facebook.com/DPUicbis2025	10:30-11:15	Session 16 (9 papers) Theme: Business Session Chair: <i>Shu-ya Chang</i>
	11:10-12:15	Session 17 (13 papers) Theme: Art and Design Session Chair: <i>Dr. Shu-Fen Chou</i>
	13:30-15:50	Session 18 (28 papers) Theme: Education Session Chair: <i>Dr. Quan Su</i>

Author's Presentation Quick Review

International Sessions on 22 May, 2025

Session 1: Risk, Innovation, and Institutional Dynamics (On-site, English)

10:30-11:30

7152	Estimation of Object Sizes Using Laser Diffraction Patterns Panichard Poomvised Phil Marinier Amarin Ratanavis
7101	Navigation safety and risk management verification mechanism for Maritime Autonomous Surface Ship (MASS) Shun-Ming Chang Po-Chih Chiu Pai-Lung Chou
7149	The Spatial Dynamics of Violence Casualties in Thailand's Deep South Bing Pang Aung Win Tun James Mark Stankovich Suphatmet Yunyasit
7148	Fiscal Effectiveness and Institutional Capacity: Nonlinear Threshold Evidence from a Global Panel Manhua Li
7156	Expectation of Monetary Policy and Stock Market Evidence from China's Market Xiongfei Shi Dui Chen Pao-Cheng Chen Chia-Ta Lee

Session 2: Cultural Heritage in Art and Design (Hybrid, Chinese)

11:00-11:30

7092	A Study on the Application of Minnan Quanzhou Culture in Green Stationery Yuwen Shen Shu-Fen Chou
7124	Exploring the Application of Dunhuang Mural Colors in Ink Painting Xinyue Xi Kuan Lian Lee

Session 3: Education Today (Onsite, English)

10:30-11:30

7130	Memory, Creativity, and Social Connection: A New Framework for Art Education Among Older Adults in China Yan Chenmingzhao Gomesh Karnchanapayap
7014	Reflections on Family Education in the Yangtze River Delta Region of China Yuan Zhou
7017	Influence of Tenure Track System Reform on Academic Research Output of Young Teachers in Colleges and Universities: Case Effect Analysis Based on Natural Experiment Method Jiatong Yu
7018	The Impact of Online Learning Satisfaction on the Learning Attitude of Chinese Students in Thailand in the Post-epidemic Era: The Moderating Role of Teacher-student Interaction Xiaonan Gao Siqi Chen

Session 4: Novel Education (Onsite, English)

10:30-11:15

7023	Research on the Impact of Knowledge Integration on College Students' Higher-Order Thinking Skills China <i>Xuegao Cheng</i>
7062	The Influence of Future Orientation of College Students in Private Universities on Self - Directed Learning <i>Huajian Shi Xuegao Cheng Fangyuan Chen Yuelin Liu Zirui Liu</i>
7016	Proactive Personality and College Students' Employability: The Mediating Role of Career Self-Efficacy <i>Siwen Zhao Mei Liu</i>

Session 5: Contemporary Education (Onsite, Chinese)

10:30-11:30

7083	The Impact of Artificial Intelligence Use on Learning Engagement among College Students in Heilongjiang Province, China <i>Chong Yao</i>
7125	The Relationship Between Kindergarten Teachers' job Resources and Professional Well-Being in Guangxi, China <i>Qingmei Li Yuan-Cheng Chang</i>
7135	The Impact of Social Comparison Orientation on Academic Performance of Chinese Students in Thailand <i>Xinyue Yu</i>
7048	A Study Related to Fragmented Learning among College Students in Yunnan Province, China <i>Xuegao Cheng</i>

Session 6: Innovative Business (Onsite, Chinese)

10:30-11:30

7042	How Artificial Intelligence Impacts Business Model Innovation? --Amazon's Just Walk Out Unmanned Store As An Example <i>Jinshan Li Zhen Wen</i>
7051	How Challenging Tasks Promote Employees' Breakthrough Development <i>Weihua Weng</i>
7076	The Effect of Prosocial Personality on Entrepreneurial Performance: Exploring the Moderating Role of Entrepreneurial Passion <i>Guohua Ru</i>
7122	Pathways to Transformation: How Digitalization Empowers Accounting Information Comparability—A Dual-Path Perspective from Corporate Governance <i>Xianlu Wang Deshuo Kong</i>

Session 7: Business Trends (Zoom, Chinese)

13:30-14:30

Invited Talk 2

Decentralized ESG Integration in RWA Platforms: Comparative Study of Socio-Technical Configuration

Professor Dr. Meng-Hsiang Hsu

7131	Examining the Impact of Data Assets on Firms' New Quality Productivity
	<i>Lufeng Gou Zhicong Yan</i>

7155	Research on the Current Situation and Development Trend of Industrial Manufacturing Process Quality Management Based on Artificial Intelligence
	<i>Zhen Wen</i>

Session 8: Leadership, Knowledge, and Behavior in Tourism (Zoom, English)

14:00-15:30

7027	Analysis of Foreign Tourists' Motorcycle Rental Behavior Towards Sustainable Transport in Tourism
	<i>Jina Fan Tosporn Arreeras</i>

7073	The Contribution of Knowledge Management Processes to Certified Thai Homestays in Maha Sarakham Province
	<i>Thapakorn Rattanawan Ruethai Nimnoi Patorn Nilati</i>

7080	The Impact of Quantum Leadership on Employees' In-Role Performance: A Moderated Mediation Effect
	<i>Bing Luo</i>

7165	The Impact of Digital Leadership on Employee Work Stress: Mediating Role of Intrinsic Motivation
	<i>Zhiyang Liu Chia-Jung Lee</i>

7166	The Impact of Work-Family Boundary Balance Fit on Employees' Moral Behavior-The Moderating Role of Inclusive Climate
	<i>Yi Lu Chia-Jung Lee</i>

7167	The impact of affinity leadership humor on employee loyalty: exploring the moderating effect of human resource management intensity
	<i>Ge Yuanyue Chia-Jung Lee</i>

Session 9: Education Today (Zoom, Chinese)

13:30-15:30

7038	The Impact of Dance Students' Learning Motivation on Creative Thinking in Universities in Chongqing, China Yunan Zhang
7058	The influence of perceived social support on self-esteem of higher vocational colleges in Shaanxi Province, China Wujiao Zheng
7060	The Influence of Perceived Teachers' Personal Charisma on College Students' Academic Achievement Xiaoli Wang Hsin-Chang Yu FeiFei Chen
7066	A Study on the Strategies for Improving the Teaching Quality of Broadcasting and Hosting Major in Public Universities in Guizhou Qifu Wan
7071	Research on the Impact of Peer Relationship on Group Cooperative Learning Participation in Higher Vocational English Courses in Henan Province, China Wei Sun
7099	The Impact of Professional Identity on Employment Stress among Medical Students in Jiangxi Province, China Ziyan Zhang

Session 10: Education Management (Zoom, Chinese)

13:30-15:00

7072	The Impact of Perceived Organizational Climate on Job Burnout among College Administrators in Shandong, China Xiao Han
7084	The impact of perceived teacher expectations on learning fatigue among college students Runying Guo
7086	The Impact Mechanism of Digital Literacy on Teaching Innovation: A Study of Higher Vocational College Teachers in Northern Jiangsu Province, China Shengkun Zang Ke Zhang
7040	A Study on Enrollment Motivation and Influencing Factors of Vocational Undergraduate Students Jie Xie
7107	The Relationship of Perceived Organizational Support and Job Engagement of College Teachers in North of Jiangsu, China-the Mediating Role of Competence Xiaolu Wang
7132	Practical Study on the Reform of Dance Curriculum Teaching for Preschool Education Major in Applied-Oriented Universities Lin Li

Session 11: Education Matters (Zoom, Chinese)

13:30-15:00

7112	The Influence of Emotional Regulation on Teacher Resilience among Secondary School Teachers in Shandong, China Lulu Meng Xudong Ji
7153	The Relationship Between Family Support and Social Entrepreneurship Intentions Among College Students in Guangxi Province, China: The Moderating Role of Resilience Zhen Huang Ke Zhang
7159	The Impact of Self Acceptance on Social Anxiety among Nursing College Students in Shandong Province, China Zhaohong Wang
7161	The Influence of Self-Leadership on College Freshmen's School Adaptation: Evidence from Guangdong Province, China Siting Li Meng-Tien Chiang
7162	The Impact of Extracurricular Activity Participation on Creativity Among University Students: Evidence from Guangdong Province, China Ting Xie Meng-Tien Chiang
7163	The Influence of Self-Leadership on Career Exploration Among University Students: Evidence from Guangdong Province, China Fenghong Xu Meng-Tien Chiang

Session 12: Higher Education (Zoom, Chinese)

13:30-15:00

7037	The Influence of Teachers' Teaching Style on Students' Creativity in Higher Vocational Computer Majors: The Moderating Role of Perceived School Atmosphere Bangyi Huang
7039	A Qualitative Study on the Influencing Factors of the Professional Well - being of Young Teachers in Vocational Undergraduate Colleges Rihui Liu
7078	Exploring the Challenges and Strategies for Enhancing Innovative Self-Efficacy Among Undergraduate Big Data Majors in the Context of Generative AI Rihui Liu
7081	The Influence of Growth Mindset on Learning Engagement of Vocational Undergraduate Students: The Mediating Role of Psychological Resilience Bangyi Huang
7126	The Impact of Interpersonal Relationships on Academic Achievement among College Students in Hebei Province Chuxuan Sun

Session 13: Innovation, Well-being, and Culture in Education (Zoom, English)

13:30-15:00

7171	Fostering Sustainable Learning through AI-Supported Flipped Classrooms: A Conceptual Framework for Enhancing Self-Regulated Learning in Chinese College English Listening Instruction Zhumin, Yin <i>Renee Shin Yee Chew</i>
7172	Generative AI and Creative Thinking in Art Education: A TPACK-Based Theoretical Framework Qiong Liu <i>Renee Shiun Yee Chew</i>
7015	Ideological and Politics of College Physical Education Courses-Practical Thinking on the Characteristics of Education, Practice Patterns and Action Strategies <i>Junzhang Zhu</i> Jiajun Song
7019	Research on the Relationship between Workplace Bullying of College Teachers and Their Mental Health: Taking Coping Strategies as Moderating Variables Qiong Li <i>Jing Shi Haixiang Xiong</i>
7020	Exploration into the Development and Inheritance of Dragon Culture in Primary and Secondary Schools in Rizhao City Min Zhang <i>Yi Zhong Qian Wu</i>
7021	Study on Student Satisfaction and Influencing Factors of Blended Learning in Public Physical Education Table Tennis Courses in Colleges and Universities <i>Guozhe Huang</i> Huimin Xuan

Session 14: Learning, Identity, and Educational Outcomes (Zoom, English)

13:30-14:45

7095	Beyond ‘Good’ and ‘Bad’: Exploring Evaluative Language in Thai EFL Learners’ Product Reviews Pimpaporn Dechvijankit <i>Sutharat Puangsing</i>
7097	The Mechanism of Occupational Interest on Pre-service Teachers' Professional Identity: The Mediating Role of Occupational Values and the Moderating Role of Teaching Efficacy <i>Cuiping Cai Yanling Dai Yiting Lai Lingrui Zheng</i>
7032	A Study on the Status Quo of Parents' Satisfaction with After-school Services in Primary Schools in Nanning, China under the Background of Double Reduction <i>Zhi Li Yu-Jin Liu Deng-Jun Luo Lin-Lin Cai</i>
7044	Psychological Capital and Social Support: Their Impact on College Students’ Job Search Efficacy Wei Li
7114	The Influence of Project-Based Learning on Students’ Learning Effectiveness: The Moderating Role of Teachers’ Professionalism Yi Zhang <i>Liu Wu Xia Cai Yang Li</i>

Session 15: Psychological and Institutional Factors in Education (Zoom, English)

15:00-16:20

Invited Talk	
	Building Trust in a Matrix of Distrust: Chinese International Students’ Experiences in the UK Associate Professor Dr. Ye Liu
7030	The Effect of College Students' Learning Input on Learning Satisfaction: The Mediating Role of Psychological Security Huaxia Xie <i>Zhiyu Lu Jun Li Guochao Wei</i>
7041	A Case Study on the Impact of Curriculum Reform on the Innovation Ability of Art Major University Students in Beijing, China Based on Grounded Theory: An Interview Analysis of Fashion Performance Major <i>Jian Jiao Qin Chen Wei Qu Ziyu He</i>
7052	Building a Resilient and Sustainable Education Management Model in the Post-Pandemic Era <i>HangHun Yang Haifeng Huang Yiting Lai Rui Han</i>
7074	The Impact of Interpersonal Relationships on College Students’ Psychological Capital: The Moderating Role of Perceived Campus Psychological Counseling Rui Han

Poster & Video Presentation

Process: The author's poster and video presentation will be uploaded to Facebook subsequently in every 5-10 minutes.

Session 16: Business

10:30-11:15

7043	Breaking through Global Supply Chain Risks in the Post-Epidemic Era: Strategic Innovation and Industrial Upgrading <i>Mingyang Wu Shu-Ya Chang</i>
7046	Burnout or Engagement? The Dual Effects of Job Insecurity <i>Rongze Ma Shu-Ya Chang</i>
7050	Digital Transformation's Impact on Employee Work Efficiency: The Moderating Role of Authoritarian Leadership <i>Yimin Wang</i>
7079	The Mediating Role of Customer Value Co-Creation Between Perceived Service Quality and Attitudinal Loyalty of Property Service: Comparison of Differences in Property Ownership <i>Xinlou Gao Shu-ya Chang</i>
7113	Do Divestitures Exacerbate Corporate Financial Risk?--Causal Inference Based on Double Machine Learning <i>Xiufang Xia Tianxiang Luan</i>
7154	The Mechanism by Which Role Breadth Self-efficacy Affects Employees' Cross-border Behavior: The Regulatory Role and Organization of Network Sabotage the Mediating Role of Structural Organicity <i>Haokun Wu Shu-ya Chang Chaoqiao Yang</i>
7141	The Psychological Incentive Mechanism of Gamification in the Workplace for New Generation Employees and the Path to Enhance Perceived Gain <i>Siyi Li Shu-ya Chang</i>
7145	A Study on the Antecedents of Plush Toy Repurchase Intention: Psychological Need Satisfaction and Brand Emotional Attachment Effect <i>Bilin Li</i>
7047	The Impact of Network Infrastructure Development on Corporate Green Innovation Performance <i>Rui Ma Sze-Ting Chen</i>

Session 17: Art and Design

11:10-12:00

7025	Communication Strategy and Cultural Creative Development of Yunnan Jiaoma Design Genes Xiaodi Tang
7088	Cultural Signs in the Guangdong Dance Drama Awakening Lion Wandong Yu Nataporn Rattanachaiwong
7090	Research on Elderly-Friendly Smart Bathroom Space Design in China Chaohan Yu Shu-Fen Chou
7094	Research on the Three-Dimensional Representation Design of the Chinese Wahuang Pavilion Architecture Meiling Chang Shu-Fen Chou
7096	Research on Cultural and Creative Product Design Based on Hainan Li Brocade Cultural Zihao Ye Shu-Fen Chou
7098	A Study on Material Selection and Sustainability of Installation Art Based on Ecological Awareness Xiong Yao
7104	Design Research on Smart Home for Single Women from the Perspective of Hierarchy of Needs Songqin Cao Shu-Fen Chou
7110	Research on the Artistic Application of Traditional Protein Printing Technology and Digital Imaging Kaifeng Sun Shu -Fen Chou
7115	Research on the Visual Image Design of Village Brands from the Perspective of Rural Revitalization: Taking the Hakka Area in Southern Jiangxi as an Example Danfeng Zeng
7117	Research on the Design of Shandong Dezhou Cuisine Cultural and Creative Products under the Background of Cultural and Tourism Integration Xiaochuan Gao Shu-Fen Chou
7118	Research on Tableware Brand Design Based on the Painted Pottery Art of Tai'an Dawenkou Yue Yang Shu-Fen Chou
7127	Research on the Design of Jewelry Brand Image Based on the Intangible Cultural Heritage Art of Weifang Kites Lu Zhang Shu-fen Chou
7140	The Construction and Artistic Expression of Peony Cultural Symbol in Contemporary Chinese Oil Painting Mengjun Sun Dawei Li

Session 18: Education

13:30-15:50

7036	Research on the relationship between family support and learning behavior of Chinese students in Thailand Tianrun Zu
7053	The Influence of Chinese University Students' Attitudes Towards Physical Education Courses on Learning Outcomes: The Mediating Role of Course Satisfaction Chen Jiang Xiaoying Chen
7054	The Impact of Digital Media Usage on Dance Art Creativity Among Chinese Dance Major University Students: The Mediating Role of Innovative Self-Efficacy Xiaoying Chen Chen Jiang
7057	The Impact of Extracurricular Activities Participation and Social Anxiety Among College Students in Fujian, China Qingrun Chen FeiFei Chen Zhiwen Feng
7065	The Impact of Entrepreneurial Competence on Entrepreneurial Intention of Vocational College Students in Shaanxi, China Haolong Wang
7067	The Influence of Mindfulness on Professional Identity among Nursing Major Students in Higher Vocational Colleges in Shandong Province China Qianqian Liu Quan Su
7068	The Influence of School Climate Perception on High School Students' Mental Toughness in Rural Hebei Province, China Yongshun Dang
7069	The Impact of Research Stressors on Research Innovation Behaviors of Graduate Students: The Moderating Role of Academic Passion Qiong Wang
7077	How Does Generative Artificial Intelligence Affect the Innovative Ability of College Students Jingwen Cheng
7085	The Impact of Parental Involvement on Students' Academic Performance in Primary Schools in Shandong Province, China Xiyue Yin Hsin-Chang Yu
7164	The Impact of Generative Artificial Intelligence on University Students' Innovation Capability: A Study Based on SOLEs Jingwen Cheng
7089	Research on the Implementation of Convergence Management Policy for International Students in China: A Case Study of Anhui University A Jun Zheng
7100	The Influence of Family Education Style on Professional Values in Ningxia, China Xiaomeng Wang Hsin-Chang Yu FeiFei Chen
7102	The Influence of Basic Psychological Needs on Self-Directed Learning Ability Among Adult Correspondence Students in Fujian, China Sihan Cai
7111	The Impact of Employment Anxiety on Self-directed Learning Ability among Vocational Nursing Students in Shandong Province, China Xiao Wu Qianqian Liu Quan Su

Session 18: Education

13:30-15:50

7123	The Influence of Perceived Positive Humor Leadership on College Students' Creativity Lingge Chen Jianhao Huang Shujian Yin
7138	Research on the Impact of Artificial Intelligence on Higher Education Teaching Models Huixing Wen Bin Wan Ke Zhang Ying Jin
7139	Disparities in Access to Online Educational Resources Among Students from Diverse Socioeconomic Status in the Digital Age Bin Wang Huixing Wen Ke Zhang Ying Jin
7158	The Impact of Vocational Identity on Self-Directed Learning Ability among Nursing Students in Sichuan Province, China Yanan Wang
7160	The Influence of Physical Exercise Habits on Competitive Awareness of Junior Middle School Students in Fujian Province, China: The Mediation Role of Self-Enhancement Yeyang Liu
7070	Research on the Cultivation of Cross-cultural Communication Competence of English Majors in Colleges and Universities Based on Quantitative Analysis Xueting Wang
7064	The Dilemma and Implementation Strategies of Digital Teaching in Continuing Education of Colleges and Universities in Guangdong Province Guanjun Chen Ke Zhang Ying Jin
7142	On the Current Situation Analysis and Mitigation Strategies Study of Primary and Secondary School Teachers' Burden in China Yang Lu
7134	Rural Primary School Teachers in Northwest China Perceived Organization Support Effects on Role Stressors Jun Yin
7151	The Impact of Teacher Support on Students' Digital Literacy in Vocational Colleges of Hainan Province, China Yubin Li Ke Zhang Bo Zhang
7075	The Impact of Decent Jobs on Job Engagement of Private Middle School Teachers Xuebo Zi
7103	A Study on the Mechanism of Reducing Teachers' Turnover Intention by Principals' Transformational Leadership in Secondary and Primary Schools —— Taking Organizational Commitment as the Mediating Variable Kehai Chen
7059	The Impact of Professional Identity on Teacher Efficacy of Normal Students in Liaoning Province, China Jinshan Li Man Jiang

Session 1

10:30-11:30

Theme: Risk and Analysis in Complex Systems (On-site, English)

Session Chair: *Dr. Wei-Li Wei*

Affiliation: Chinese International College, Dhurakij Pundit University

ID	Title / Author's name / Abstract
7152 10:30-10:45	<p>Estimation of Object Sizes Using Laser Diffraction Patterns <i>Panichard Poomvised^{1*} Phil Marinier² Amarin Ratanavis^{1,3}</i> ¹Department of Industrial Physics and Medical Instrumentation, Faculty of Applied Science; ²International College; ³Lasers and Optics Research Center, Science and Technology Research Institute, King Mongkut's University of Technology North Bangkok p.poomvised@gmail.com</p> <p>Abstract A setup using two laser diffraction patterns is proposed for object size measurements. The diffraction patterns can be projected onto the objects under investigation. An experimental setup of two-axis single slit diffraction is demonstrated. The object size can be estimated at distance using a low cost web camera. This setup is ideal to identify object sizes in hazardous areas.</p>
7101 10:45-11:00	<p>Navigation safety and risk management verification mechanism for Maritime Autonomous Surface Ship (MASS) <i>Shun-Ming Chang¹ Po-Chih Chiu^{2*} Pai-Lung Chou³</i> ¹ College of Management, National Kaohsiung University of Science and Technology, Kaohsiung, Taiwan; ² Guangzhou institute of Science and Technology, Guangzhou; ³ Department of Risk Management and Insurance, National Kaohsiung University of Science and Technology, Kaohsiung, Taiwan diego7099@gmail.com</p> <p>Abstract This study proposes a systematic verification mechanism for navigation safety and risk management of Maritime Autonomous Surface Ship (MASS). Through the mechanism to ensure the impact of the verification process of the relevant functions of maritime surface autonomous sailing ships and smart ships on the current actual maritime operating environment. The mechanism also examines the potential risks of innovative technologies to the internal and external environment through the collaboration of interdisciplinary experts and scholars. Then, evaluate whether to modify the operating norms and legal and regulatory requirements from the inside out. The research results provide an effective and systematic empirical verification mechanism for introducing innovative technology in the future society.</p>

ID	Title / Author's name / Abstract
<p>7149 11:00-11:15</p>	<p>The spatial dynamics of violence casualties in Thailand's deep south <i>Bing Pang</i>^{1*} <i>Aung Win Tun</i>² <i>James Mark Stankovic</i>³ <i>Suphatmet Yunyasit</i>⁴</p> <p>¹ Master of Arts in ASEAN Studies for Sustainable Development program, Faculty of Graduate Studies, Mahidol University, ² Faculty of Graduate Studies, Mahidol University, ⁴ Institute of Human Rights and Peace Studies, Mahidol University *bpang1019@gmail.com</p> <p>Abstract</p> <p>This study focuses on the protracted and ongoing violent conflict in Thailand's Deep South, examining its root causes and evolving mechanisms through a multidimensional lens that includes history, religion, ethnic identity, and structural inequality. While existing studies tend to adopt a temporal perspective, emphasizing event descriptions and analyses of social structures, systematic exploration of the spatial dimension remains scarce. This paper applies spatial econometric methods, utilizing conflict casualty data from 2004 to 2024 provided by Deep South Watch, to conduct a global spatial autocorrelation analysis across 37 sub-provincial areas in southern Thailand. The results of the Moran's I test fail to significantly reject the null hypothesis of spatial randomness, suggesting that over a longer temporal scale, conflict events do not exhibit strong spatial clustering. However, this finding does not imply the absence of spatial diffusion mechanisms; further research should extend the temporal range, refine geographic units, or employ local spatial analytical techniques to more comprehensively uncover the diffusion pathways and dynamic mechanisms of conflict. The study underscores that the roots of the conflict lie in historical marginalization and tensions around ethno-religious identity and calls for policy interventions that are spatially sensitive and grounded in local participation to achieve sustainable peace.</p>

ID	Title / Author's name / Abstract
<p>7148 10:45-11:00</p>	<p>Fiscal effectiveness and institutional capacity: Nonlinear threshold evidence from a global panel Manhua Li Dhurakij Pundit University manhua.li8@dpu.ac.th</p> <p>Abstract</p> <p>This analysis examines the marginal effects of public expenditure on growth with the assistance of 85 country panel data from 1995–2022. With the application of a multi-faceted empirical strategy—encompassing dynamic panel estimation, threshold analysis, crisis interactions, and institutional stratification—the analysis presents four key findings. The effects of government expenditure have been lagged instead of contemporaneous. Marginal returns decrease sharply beyond a fiscal level of 34.17% of the country's GDP. Fiscal efficiency is reduced during systemic shocks and varies systematically with the governance quality. These findings emphasize the importance of timing, size, and institutional capacity in determining fiscal effectiveness. Rather than being a uniform multiplier, fiscal policy needs to be adaptive, threshold-sensitive, and governance-driven—particularly when the economy is under fiscal stress and institutional weakness.</p>
<p>7156 11:00-11:15</p>	<p>Expectation of monetary policy and stock market evidence from China's market Xiongfei Shi^{1*} Dui Chen² Pao-cheng Chen³ Chia-Ta Lee ^{1,2,3}Chinese International College, Dhurakij Pundit University; *xiongfei.shi@dpu.ac.th</p> <p>Abstract</p> <p>This paper investigates how concerning monetary policy are the expectations of the market to the performance of the stock market in China. In contrast to existing studies that center solely on short-term responses, this study emphasizes expectations of likely changes in monetary policy reflected by a so-called "speed factor," obtained by regressing three-month Shanghai Interbank Offered Rate (SHIBOR) on one-month SHIBOR. Using daily SHIBOR data and indices of CSI 300 and CSI 500, findings indicate strong negative correlation between expected monetary tightening and the valuation of stocks. Overall, the results indicate that it is possible to achieve more stable asset prices' through better communication of monetary policy that can reduce the surprise shocks in expectations.</p>

Session 2

10:30-11:30

Theme: Cultural Heritage in Art and Design (Hybrid, Onsite + Zoom, Chinese)

Session Chair: *Dr. Kuan-Lian Lee*

Affiliation: Chinese International College, Dhurakij Pundit University

ID	Title / Author's name / Abstract
7092 (Onsite) 11:00-11:15	<p>A Study on the Application of Minnan Quanzhou Culture in Green Stationery</p> <p><i>Yuwen Shen Shu-Fen Chou*</i></p> <p>Dhurakij Pundit University Shenywuen332@gmail.com</p> <p>Abstract</p> <p>The "13th Five-Year Plan" clearly proposes to "vigorously develop the cultural and creative industry." As an important local cultural system in southern China, Minnan Quanzhou culture carries rich historical heritage and artistic value. Currently, the green stationery products on the market mainly focus on the characteristics of being compact, easily consumable, and having a short usage cycle, emphasizing the application of environmentally friendly materials, while lacking in-depth integration with cultural elements. This study aims to take Minnan Quanzhou culture's string puppet theater and red brick architectural culture as entry points, employing literature research, case analysis to analyze the artistic characteristics and historical background of these cultural elements. It extracts the character features of string puppet theater and the patterned designs and colors of red brick architecture, integrating them into green stationery made from environmentally friendly materials. The study finds that the integration of Minnan Quanzhou cultural elements not only enriches the cultural connotation of green stationery but also aligns with the sustainable development concept, promoting the green transformation of the stationery industry.</p>
7124 (Zoom) 11:15-11:30	<p>Exploring the Application of Dunhuang Mural Colors in Ink Painting</p> <p><i>Xinyue Xi Kuan Lian Lee*</i></p> <p>Dhurakij Pundit University 824983488@qq.com</p> <p>Abstract</p> <p>Dunhuang murals are the most brilliant artistic treasures of our Chinese nation, with colors that have a high degree of infectivity and artistic expression ability, and have very distinctive artistic effects. In the current art research on Dunhuang murals, there are relatively few theoretical works related to color. Traditional Chinese ink painting mainly focuses on the spirit and neglects color, while in reality, color is the most important factor in painting. This article will explore the application of colors from Dunhuang murals in ink painting as the main content.</p>

Session 3

10:30-11:30

Theme: Education Today (On-site, English)

Session Chair: *Asst. Prof. Dr. Man Jiang*

Affiliation: Chinese International College, Dhurakij Pundit University

ID	Title / Author's name / Abstract
7130 10:30-10:45	<p>Memory, creativity, and social connection: A new framework for art education among older adults in China</p> <p><i>Yan Chenmingzha^{1*}</i> <i>Gomesh Karnchanapayap</i> Silpakorn University [*]1312861572@qq.com</p> <p>Abstract</p> <p>As China's aging population grows, the need for inclusive and engaging educational opportunities for older adults has become increasingly urgent. This study examines the role of art education in enhancing cognitive, emotional, and social well-being among old people at Liuzhou University, Guangxi. Using Vygotsky's (1978) social culture theory and the zone of proximal development (ZPD) framework, this research investigates how personalized learning can improve art education for old people. A mixed-methods approach, including surveys, classroom observations, and student interviews, was employed to analyze the current teaching model and its limitations. Findings revealed a wide disparity in skill levels among participants, leading to frustration among beginners and disengagement among advanced learners. Additionally, a teacher-centered approach and minimal peer interaction hindered creative collaboration and student engagement. To address these challenges, this study proposes a four-stage art education program—"Recall Collage · Watercolor Time"—that integrates cultural memory activation, scaffolded watercolor techniques, collaborative projects, and intergenerational interaction. This approach fosters cognitive resilience, enhances social integration, and boosts artistic confidence among old people. The results suggest that incorporating social-cultural learning strategies into art education can significantly enrich the learning experience, making it more inclusive and impactful for older adults. This study contributes to the growing body of research on lifelong learning and provides a model for improving art education for aging populations worldwide.</p>

ID	Title / Author's name / Abstract
<p>7014 10:45-11:00</p>	<p>Exploring family education in the Yangtze River Delta region of China: Characteristics, dilemmas and optimization paths <i>Yuan Zhou</i> Hangzhou Taizhou Chamber of Commerce Dhurakij Pundit University zhouy13665777787@gmail.com</p> <p>Abstract</p> <p>This study focuses on family education in the Yangtze River Delta (YRD) region of China. Through in-depth research and analysis of the current situation of family education in the region, the study reveals its characteristics, strengths and problems. It explores various dimensions such as educational concepts, educational methods, and parent-child relationships, and puts forward targeted improvement strategies and suggestions in light of the social and cultural background and the developmental needs of the times, with the aim of enhancing the quality of family education in the Yangtze River Delta region, promoting the comprehensive and healthy development of young people, and at the same time, providing useful references and lessons for family education in other regions.</p>
<p>7017 11:00-11:15</p>	<p>Influence of tenure track system reform on academic research output of young teachers in colleges and universities: Case effect analysis based on natural experiment method <i>Jiatong Yu</i> Dhurakij Pundit University abbyjiatong@gmail.com</p> <p>Abstract</p> <p>To motivate college teachers to actively participate in academic production and facilitate the upward mobility of talent, China has implemented the tenure track system in higher education. Using Z University as a case study and following the policy logic of its tenure track system, this research employed a natural experimental design to evaluate the policy's impact. The findings revealed that the tenure track system reform at Z University did not significantly enhance either the "quality" or "quantity" of young teachers' academic research output. To maximize the positive effects of the tenure track system, higher education institutions should focus on the original intent of the system's talent screening logic, acknowledge the long-term nature of academic practice and the growth rate of teachers' research output, and provide a supportive environment for young teachers' teaching and research development.</p>

ID	Title / Author's name / Abstract
<p>7018 11:15-11:30</p>	<p>The impact of online learning satisfaction on the learning attitude of Chinese students in Thailand in the post-epidemic era: The moderating role of teacher-student interaction <i>Xiaonan Gao Siqu Chen</i> Dhurakij Pundit University 1805299719@qq.com</p> <p style="text-align: center;">Abstract</p> <p>This study aims to explore the impact of online learning satisfaction on learning status of Chinese international students in Thailand,taking teacher-student interaction as the medium of introduction. This study adopts online learning satisfaction questionnaire learning status questionnaire teacher-student interaction and 460 Chinese students studying abroad in a school in Thailand to conduct a questionnaire survey. The results show that online learning satisfaction of Chinese students studying in Thailand has a significant positive predictive effect on learning status and teacher-student interaction; learning status has a positive predictive effect on teacher-student interaction; There is a mediation between states.</p>

Session 4

10:30-11:15

Theme: Novel Education (Onsite, English)

Session Chair: *Dr. Chuan-Chi Chang*

Affiliation: Chinese International College, Dhurakij Pundit University

ID	Title / Author's name / Abstract
7023 10:30-10:45	<p style="text-align: center;">Research on the Impact of Knowledge Integration on College Students' Higher-Order Thinking Skills China</p> <p style="text-align: center;"><i>Xuegao Cheng</i></p> <p style="text-align: center;">Chinese International College, Dhurakij Pundit University 3261710594@qq.com</p> <p style="text-align: center;">Abstract</p> <p>Knowledge integration is an educational model that synthesizes knowledge from multiple disciplines, with the goal of cultivating students' abilities to solve complex problems. With the development of informatization and globalization, higher order thinking skills, such as analysis, evaluation, creation, etc., have become a modern Based on society's core requirements for college students, this article uses a literature review to explore the impact of knowledge fusion on college students' higher-order thinking, analyzes the specific role of knowledge fusion in improving students' critical thinking, innovative thinking and ability to solve complex problems, and proposes future research. Directions and Application Suggestions.</p>
7062 10:45-11:00	<p style="text-align: center;">The Influence of Future Orientation of College Students in Private Universities on Self Directed Learning</p> <p style="text-align: center;"><i>Huajian Shi¹ XuegaoCheng^{2*} Fangyun Chen³ Yunlin Liu³ Zirui Liu⁴</i></p> <p style="text-align: center;">¹Anhui Liu'an Technical College; ⁴Shandong Sports College ^{2*}Chinese International College, Dhurakij Pundit University ³Shandong Xiandai University; ³Dezhou Vocational and Technical College xue-gao.cheng@qq.com</p> <p style="text-align: center;">Abstract</p> <p>The purpose of this study was to gain insight into how future orientation affects self-directed learning of college students in private higher education institutions in Shandong Province, and to construct a research model with psychological capital as a mediating variable within the framework of goal-setting theory. In this study, the Future Orientation Scale, the Self-Directed Learning Scale, and the Psychological Capital Scale were administered to college students in private higher education institutions in Shandong Province using an electronic questionnaire. The questionnaire used a snowball non-random sampling method and a total of 180 official questionnaires were distributed and successfully returned, of which 154 were valid, giving the questionnaire a validity of 86%. It was found that gender and grade level had significant differences in influencing future orientation, self-directed learning styles, and psychological capital; that for self-directed learning, future orientation produced a significant positive effect; that psychological capital had a significant positive effect on self-directed learning; and that psychological capital played a partially mediating role in the relationship between future orientation and self-directed learning.</p>

ID	Title / Author's name / Abstract
<p>7016 11:00-11:15</p>	<p>Proactive Personality and College Students' Employability: The Mediating Role of Career Self-Efficacy Siwen Zhao^{1*} Mei Liu² ¹ Yunnan College of Finance and Economics, China ² Dhurakij Pundit University, Thailand * 94418902@qq.com</p> <p>Abstract</p> <p>This study explores the relationship between proactive personality and employability among students from finance and economics universities in Yunnan Province, employing career self-efficacy as a mediating variable to verify its mediating effect. Using an online survey distributed via Questionnaire Star, convenience sampling was employed to collect responses from 475 participants. Descriptive statistical analysis, correlation analysis, and hierarchical regression analysis were conducted using SPSS. Results indicate that proactive personality significantly impacts employability, with part of the effect mediated by career self-efficacy. These findings contribute to uncovering the mediating mechanisms between proactive personality and employability in college students and hold significant implications for enhancing their employability.</p>

Session 5

10:30-11:30

Theme: Contemporary Education (Onsite, Chinese)

Session Chair: *Assoc. Prof. Dr. Yuan-Cheng Chang*

Affiliation: Chinese International College, Dhurakij Pundit University

ID	Title / Author's name / Abstract
<p>7083 10:30-10:45</p>	<p>The impact of artificial intelligence use on learning engagement among college students in Heilongjiang Province, China</p> <p style="text-align: center;">Chong Yao Dhurakij Pundit University y1532441772@gmail.com</p> <p style="text-align: center;">Abstract</p> <p>This study explored the relationship between artificial intelligence (AI) use and learning engagement in college students in Heilongjiang Province, China. Based on social cognitive theory, 153 valid data were collected by questionnaire survey to analyze the impact of gender and grade on AI use and learning engagement, and to test the predictive effect of AI use on learning engagement. The study found that: (1) There was no significant difference in AI use and learning engagement between gender and grade; (2) AI use was significantly positively correlated with learning engagement ($r=0.360$, $p<0.01$), indicating that the application of AI tools can effectively improve students' engagement; (3) Regression analysis showed that AI use had a significant positive predictive effect on learning engagement ($R^2=0.006$, $p<0.001$), but the explanatory power was weak, suggesting that it is necessary to combine other variables to deepen the research.</p>
<p>7125 10:45-11:00</p>	<p>The Relationship Between Kindergarten Teachers' Job Resources and Professional Well-Being in Guangxi, China</p> <p style="text-align: center;">Qingmei Li* Yuan-Cheng Chang Department of Education Management, Chinese International College, Dhurakij Pundit University *3234375692@qq.com</p> <p style="text-align: center;">Abstract</p> <p>Teachers are key facilitators in advancing inclusive education practices in early childhood settings and creating supportive inclusive classroom environments. Moreover, as professionals who face high standards and significant responsibilities, their occupational well-being may be affected. This study aims to examine the relationship between kindergarten teachers' job resources and occupational well-being. The research was conducted among kindergarten teachers from five kindergartens in Guangxi, China, that accommodate children with special needs. Data were collected through an online questionnaire platform, with 240 questionnaires distributed and 229 valid responses received. One-way analysis of variance and regression analysis were employed to explore the relationships among variables. The findings indicate significant differences in job resources and occupational well-being among kindergarten teachers with different educational backgrounds and years of teaching experience. Furthermore, job resources have a significant positive impact on occupational well-being.</p>

ID	Title / Author's name / Abstract
<p>7135 11:00-11:15</p>	<p>The Impact of Social Comparison Orientation on Academic Performance of Chinese Students in Thailand <i>Xinyue Yu</i> Dhurakij Pundit University 1045136190@qq.com</p> <p>Abstract</p> <p>International students are valuable talent resources. The improvement of knowledge reserves and learning ability can enable them to have good academic performance and have a stronger advantage in competition. In addition, social comparison tendency has an important impact on the academic performance of international students. Therefore, this study uses a questionnaire survey method and a convenience sampling method to collect 305 valid questionnaires to study the social comparison tendency and academic performance of international students. The results show that there are differences in social comparison tendency and academic performance among Chinese international students of different genders in Thailand; the social comparison tendency of Chinese international students in Thailand has a negative and significant impact on academic performance.</p>
<p>7048 11:15-11:30</p>	<p>A Study Related to Fragmented Learning among College Students in Yunnan Province, China <i>Xuegao Cheng</i> Chinese International College, Dhurakij Pundit University <u>3261710594@qq.com</u></p> <p>Abstract</p> <p>This study investigates the impact of fragmented learning on the academic performance of college students at universities in Yunnan Province, China. Based on constructivist learning theory and using purposive sampling, 12 undergraduate students from two universities in Yunnan Province were selected, and semi-structured in-depth interview method was used to collect data and information related to the impact of two well-known college students on learning achievement through fragmentation. Analyzing the current situation of college students' fragmented learning, the study found that fragmented learning has a positive impact on learning achievement and can improve learning motivation and learning effect, at the same time, the learner's motivation, learning ability and the use of learning resources also play an important role in the impact of fragmented learning, therefore, colleges and universities should actively promote the development of fragmented learning and provide corresponding learning resources and support to improve students' learning achievement.</p>

Session 6

10:30-11:30

Theme: Innovative Business (Onsite, Chinese)

Session Chair: *Asst. Prof. Dr. Sze-Ting Chen*

Affiliation: Chinese International College, Dhurakij Pundit University

ID	Title / Author's name / Abstract
7042 10:30-10:45	<p>How Artificial Intelligence Impacts Business Model Innovation? --Amazon's Just Walk Out Unmanned Store As An Example <i>Jinshan Li Zhen Wen</i> International College, Dhurakij Pundit University *wenzhenvip@126.com</p> <p>Abstract</p> <p>This paper discusses the impact of artificial intelligence on business model innovation, and takes Amazon's Just Walk Out unmanned store as an example to analyze in detail how AI technology can reconfigure the business model of the retail industry. The study shows that AI technology significantly improves the operational efficiency and customer experience of enterprises through automation, intelligence and data analysis, and promotes the emergence of new business models. AI shows great potential in value proposition, customer segmentation, channel access, customer relationship, etc. However, enterprises still need to face technical, organizational, ethical and legal challenges in applying AI. In the future, the co-evolution of AI and business models will become a key driver of enterprise innovation.</p>
7051 10:45-11:00	<p>How Challenging Tasks Promote Employees' Breakthrough Development <i>Weihua Weng</i> Chinese International College, Dhurakij Pundit University 2312169313@qq.com</p> <p>Abstract</p> <p>This study explores the impact of challenging tasks, work passion and supervisor support on employees' breakthrough development. The study shows that challenging tasks can positively affect employees' breakthrough development, while work passion plays a mediating role between challenging tasks and breakthrough development; and supervisor support plays a moderating role between challenging tasks and breakthrough development. This study provides practical guidance for enterprise management and has high theoretical and practical value.</p>

ID	Title / Author's name / Abstract
<p>7076 11:00-11:15</p>	<p>The Effect of Prosocial Personality on Entrepreneurial Performance: Exploring the Moderating Role of Entrepreneurial Passion Guohua Ru Chinese International College, Dhurakij Pundit University 1667588710@qq.com Abstract</p> <p>As the external environment becomes increasingly complex, the management path of utilizing employees' self-management mechanisms to enhance their corporate entrepreneurial performance is expected to be a new approach to sustainably enhance corporate entrepreneurial strength. Using self-determination theory, this study aims to explore how prosocial personality affects entrepreneurial performance and the moderating effect of entrepreneurial passion. The study utilized a risqué sampling method to administer questionnaires to 426 corporate entrepreneurs. The results of the study show that antecedent personality has a positive effect on entrepreneurial performance (survival performance, growth performance, and innovation performance), and entrepreneurial passion plays a positive moderating role in this relationship. Finally, the study deepens and extends the research results on entrepreneurial performance, expands the application of self-determination theory and informs business managers to pay attention to the cultivation and enhancement of entrepreneurs' preoccupation personality, to enhance entrepreneurial passion, and to improve intrinsic motivation, so as to realize high entrepreneurial performance.</p>
<p>7122 11:15-11:30</p>	<p>Pathways to Transformation: How Digitalization Empowers Accounting Information Comparability—A Dual-Path Perspective from Corporate Governance Xianlu Wang¹ Deshuo Kong^{2*} ^{1 2*}Qingdao University of Technology kongdeshuo123@outlook.com Abstract</p> <p>The widespread adoption of digital technologies has accelerated the digital transformation of enterprises; however, the mechanisms through which digitalization affects accounting information comparability remain underexplored. Using a sample of listed firms on China's Shanghai and Shenzhen A-share markets and employing textual analysis to measure the degree of digital transformation, this study empirically examines the impact of corporate digital transformation on accounting information comparability and investigates the mediating role of corporate governance. The findings demonstrate that digital transformation significantly enhances the comparability of accounting information. Further, corporate governance serves as a partial mediator through two distinct channels—earnings management and governance efficiency. Specifically, digital transformation improves accounting comparability by suppressing earnings management activities and enhancing governance efficiency, thus increasing financial reporting transparency and quality. Additionally, heterogeneity analysis reveals that this positive impact is more pronounced among state-owned enterprises. The robustness of these conclusions is verified through several robustness checks. The study provides valuable implications for policymakers and enterprises aiming to advance digital transformation and optimize financial governance practices.</p>

Session 7

14:00-14:30

Theme: Business Trends (Zoom, Chinese)

Session Chair: *Asst. Prof. Dr. Chun-Shuo Chen*

Affiliation: Chinese International College, Dhurakij Pundit University

ID	Title / Author's name / Abstract
7131 14:00-14:15	<p>Examining the Impact of Data Assets on Firms' New Quality Productivity Lufeng Gou¹ Zhicong Yan^{2*} ^{1 2*}Qingdao University of Technology 1416478438@qq.com</p> <p>Abstract</p> <p>This study examines the effect of data assets on firms' new quality productive capacity using panel data from A-share listed companies between 2013 and 2022. Employing pooled OLS and high-dimensional fixed effects models, the results indicate that data assets significantly enhance firms' new quality productivity, although the effect diminishes over time due to lagged impacts. To mitigate endogeneity concerns, the analysis incorporates lagged variables and a system GMM approach. Robustness checks, including alternative dependent variables, confirm the main findings. Heterogeneity analysis further reveals that the positive effect of data assets is more pronounced among non-state-owned firms and those located in eastern China.</p>
7155 14:15-14:30	<p>Research on the Current Situation and Development Trend of Industrial Manufacturing Process Quality Management Based on Artificial Intelligence Zhen Wen International College, Dhurakij Pundit University wenzhenvip@126.com</p> <p>Abstract</p> <p>This paper systematically investigates the current status and future trends of the application of artificial intelligence (AI) technology in industrial manufacturing process quality management, and analyzes them in multiple dimensions by combining the technical principles, industry practices, and policy orientations. The study shows that AI significantly improves the efficiency and precision of quality management through the core functions of defect detection, predictive maintenance, real-time monitoring, and data-driven optimization. Meanwhile, technology integration (e.g., AI + Block chain, etc.) and ethical compliance issues have become key directions for future development. This study combines typical industry cases, such as automobile manufacturing and electronics manufacturing, to propose the framework and implementation path of AI-driven process quality management, and puts forward solutions for the challenges of data quality, algorithm interpretability, and human-machine collaboration. The conclusions of the study can provide theoretical reference and practical guidance for the intelligent transformation and quality management of manufacturing industry.</p>

Session 8

14:00-15:30

Theme: Leadership, Knowledge, and Behavior in Tourism (Zoom, English)

Session Chair: *Dr. Varis Limlawan*

Affiliation: International College, Dhurakij Pundit University

ID	Title / Author's name / Abstract
7027 14:00-14:15	<p>Analysis of Foreign Tourists' Motorcycle Rental Behavior Towards Sustainable Transport in Tourism</p> <p><i>Jina Fan Tosporn Arreeras*</i></p> <p>School of Management, Mae Fah Luang University, Thailand tosporn.arr@mfu.ac.th</p> <p>Abstract</p> <p>Motorcycle rental has become an increasingly popular mode of transport for foreign tourists in Thailand, offering a cost-effective and flexible means of urban and rural mobility. However, understanding the behavioral factors influencing rental decisions remains limited, particularly in the context of sustainable transport planning. This study applies an extended Theory of Planned Behavior (ETPB) framework to analyze the psychological, emotional, and behavioral determinants shaping tourists' motorcycle rental intentions in Chiang Rai, Thailand. A structured survey was conducted with 420 foreign tourists, and structural equation modeling (SEM) was used to examine key relationships. The findings reveal that attitude, subjective norms, and perceived behavioral control significantly influence rental intentions. Furthermore, psychological characteristics, emotional responses, and prior driving behavior play critical roles in rental decision-making. The results underscore the importance of integrating behavioral insights into sustainable transport policies, ensuring both safety and efficiency in smart tourism mobility. By bridging gaps in tourism transport research, this study provides practical implications for policymakers, tourism operators, and urban planners seeking to enhance sustainable mobility solutions in Chiang Rai and similar destinations. Future research should explore cross-destination comparisons and regulatory frameworks to optimize motorcycle rental services within smart tourism ecosystems.</p>

ID	Title / Author's name / Abstract
<p>7073 14:15-14:30</p>	<p>The Contribution of Knowledge Management Processes to Certified Thai Homestays in Maha Sarakham Province Thapakorn Rattanawan¹ Ruethai Nimnoi^{2*} Patorn Nilati³ ¹Master's Degree Student, Information Science Program, Faculty of Informatics, Mahasarakham University ^{2, 3*}Lecturer, Information Science Program, Faculty of Informatics, Mahasarakham University *64011284002@msu.ac.th</p> <p>Abstract</p> <p>This study aims to analyze the impact of knowledge management processes on homestays certified under the Thai Homestay Standard in Maha Sarakham province. The focus is on two certified homestays: Thaidongnoi Homestay, Phra That Subdistrict, Na Dun District, and Baan Nonghin Organic Farming Homestay, Khok Kho Subdistrict, Mueang District. These homestays were certified in 2020 with certification valid from 2021 to 2023. The research employed a qualitative case study approach, collecting data through semi-structured interviews, participatory observation, and assessment forms from 18 homestay committee members. Data were analyzed using content analysis and basic statistics (mean and standard deviation). Findings revealed that the six-step knowledge management process-identifying knowledge, acquiring knowledge, developing new knowledge, sharing knowledge, storing knowledge, and applying knowledge-positively impacted service quality improvement, local cultural preservation, and community economic sustainability. Evaluation results showed an average suitability score of 4.75 (S.D. = 0.38), with knowledge storage receiving the highest score (\bar{x} = 5.00) and knowledge identification receiving the lowest (\bar{x} = 4.50). Interviews and observations confirmed that knowledge management enhanced service efficiency, such as developing cultural activities and increasing income through resource management. However, challenges included a lack of digital marketing skills and initial knowledge identification. Researchers recommend improving knowledge identification skills, utilizing digital technologies for knowledge sharing, and establishing sustainable knowledge storage systems to support ongoing homestay development. These findings provide guidance for entrepreneurs and relevant agencies to elevate community homestays to meet standards and achieve sustainability.</p>

ID	Title / Author's name / Abstract
<p>7080 14:30-14:45</p>	<p>The Impact of Quantum Leadership on Employees' In-Role Performance: A Moderated Mediation Effect Bing Luo Dhurakij Pundit University 980330861@qq.com</p> <p>Abstract</p> <p>In the rapidly changing business environment, traditional leadership theories are facing challenges, and the VUCA (Volatile, Uncertain, Complex, Ambiguous) environment necessitates updates to corporate management and leadership theories. This study investigates the impact of quantum leadership on employee performance and its underlying mechanisms. A total of 531 samples were collected through questionnaire surveys across 13 prefecture-level cities in Hunan Province and analyzed using SPSS. The results indicate that multiple dimensions of quantum leadership have a significantly positive effect on employee performance, thereby validating the research hypotheses. Future Work Self-Clarity serves as both a moderating and mediating factor between quantum leadership and employee performance. The research provides theoretical support for corporate management practices and recommends that enterprises cultivate quantum leaders to stimulate employee motivation and creativity.</p>
<p>7165 14:45-15:00</p>	<p>The Impact of Digital Leadership on Employee Work Stress: Mediating Role of Employee Intrinsic Motivation Zhiyang Liu Chia-Jung Lee Dhurakij Pundit University 15854277763@163.com</p> <p>Abstract</p> <p>In the era of digital transformation, digital leadership has emerged as a crucial factor influencing organizational management and employee well-being. This study examines the impact of digital leadership on employee work stress, with a focus on the mediating role of employee intrinsic motivation. Based on social exchange theory, stress stimulus-response theory, and self-determination theory, a theoretical model was constructed. A survey of 348 employees from various industries in Qingdao, Shandong Province, China, was conducted. Data were analyzed using SPSS and AMOS, including reliability and validity tests, correlation analysis, regression analysis, and Bootstrap mediation effect tests. The results indicate that digital leadership has a significant negative effect on employee work stress, a positive effect on employee intrinsic motivation, and intrinsic motivation, in turn, has a negative effect on work stress. Moreover, intrinsic motivation fully mediates the relationship between digital leadership and employee work stress. This study enriches theories in digital leadership, work stress, and intrinsic motivation, providing practical implications for managers to enhance leadership effectiveness, stimulate employee motivation, and alleviate work stress in the digital context.</p>

ID	Title / Author's name / Abstract
<p>7166 15:00-15:15</p>	<p>The Impact of Work-Family Boundary Balance Fit on Employees' Moral Behavior-The Moderating Role of Inclusive Climate <i>Yi Lu*</i> <i>Chia-Jung Lee</i> Dhurakij Pundit University *lu849516692@gmail.com</p> <p>Abstract</p> <p>With the deepening of research on work-family relationships, there is growing recognition of the adverse effects of work-family conflict on employees and organizations. Work-family conflict is a widely studied topic due to its negative impacts on individuals, families, and organizations. This study explores the influence of work-family boundary balance fit on employees' moral behavior and analyzes the moderating role of an inclusive climate in this relationship. Using employees from enterprises in various regions of Zhejiang Province as the survey subjects, data were collected through questionnaires and analyzed using SPSS software to obtain the research findings. The study reveals that work-family boundary balance fit has a positive impact on employees' moral behavior, indicating a close correlation between the two. Additionally, an inclusive climate plays a positive moderating role in this relationship. These findings suggest that enterprises can promote employees' moral behavior by helping them achieve work-family boundary balance fit and fostering an inclusive climate, providing valuable insights for management practices.</p>
<p>7167 15:15-15:30</p>	<p>The Impact of Affinity Leadership Humor on Employee Loyalty: Exploring the Moderating Effect of Human Resource Management intensity <i>Ge Yuanyue*</i> <i>Chia-Jung Lee</i> Dhurakij Pundit University *1984182534@qq.com</p> <p>Abstract</p> <p>In the era of the knowledge economy, competition among enterprises has intensified, with talent emerging as the most valuable resource. Employee loyalty, as a critical factor for organizational success, not only influences operational efficiency but also directly affects innovative capability and market competitiveness. Recently, affinity leadership humor, as an emerging leadership style, has increasingly drawn scholarly attention. Nonetheless, studies examining its effect on employee loyalty and the moderating role of human resource management intensity in this relationship remain limited. Grounded in cognitive appraisal theory and utilizing a questionnaire survey, this study investigates the effect of affinity leadership humor on employee loyalty and examines the moderating role of human resource management intensity in this relationship. The results demonstrate that affinity leadership humor exerts a significant positive influence on employee loyalty, while human resource management intensity negatively moderates this effect. This study's findings offer novel insights and strategies for organizations aiming to enhance employee loyalty.</p>

Session 9

13:30-15:00

Theme: Education Today (Zoom, Chinese)

Session Chair: *Dr. Jian-Hao Huang*

Affiliation: Chinese International College, Dhurakij Pundit University

ID	Title / Author's name / Abstract
7038 13:30-13:45	<p>The Impact of Dance Students' Learning Motivation on Creative Thinking in Universities in Chongqing, China <i>Yunan Zhang</i> Chinese International College, Dhurakij Pundit University 245806027@qq.com</p> <p>Abstract</p> <p>This study aims to explore the impact of learning motivation on creative thinking among dance majors in Chongqing, China. a questionnaire survey was conducted among students from five dance programs in Chongqing using the college student learning motivation scale and the creative thinking scale for dance majors. the study investigates the basic characteristics of students' learning motivation and creative thinking and utilizes statistical analysis methods such as item analysis, reliability analysis, validity analysis, correlation analysis, and regression analysis to explore the relationships between variables. The research results show that:(1) There is a significant difference in the learning motivation of dance students in universities in Chongqing, China, across different grade levels, but no significant difference based on gender.(2) There is a significant difference in the creative thinking of dance students in universities in Chongqing, China, across different grade levels, but no significant difference based on gender.(3) The learning motivation of dance students in universities in Chongqing, China, has a significant positive impact on their creative thinking.</p>
7058 13:45-14:00	<p>The influence of perceived social support on self-esteem of higher vocational colleges in Shaanxi Province, China <i>Wujiao Zheng</i> Dhurakij Pundit University 1726082564@qq.com</p> <p>Abstract</p> <p>This study uses questionnaire survey, Perceived Social Support Scale and Self-esteem Scale, taking 419 vocational college students in Shaanxi Province as the research object, aiming at understanding the current situation of students' Perceived Social Support and Self-esteem in Shaanxi, China Province, and exploring the influence of Perceived Social Support on self-esteem. This study found that the students' ability to comprehend social support and self-esteem in higher vocational colleges in Shaanxi Province are at the upper-middle level, and the understanding of social support has a significant positive impact on self-esteem.</p>

ID	Title / Author's name / Abstract
7060 14:00-14:15	<p>The Influence of Perceived Teacher Charisma on Academic Achievement Among University Students in Jiangsu Province, China <i>XiaoLi Wang</i>^{1*} <i>Hsin-Chang Yu</i>²; <i>FeiFei Chen</i>³ ^{1*} Dhurakij Pundit University , ^{1*} Suzhou City University; ² Dhurakij Pundit University; ³ Ningbo University 381287490@qq.com</p> <p style="text-align: center;">Abstract</p> <p>This study adopts a questionnaire survey method, collecting data from 520 university students in Jiangsu Province, China, on the impact of their perception of teachers' personality charm on academic achievement. The data was systematically analyzed using SPSS software. The results indicate that there are significant differences in the perception of teachers' personality charm and academic achievement among students of different grades. Furthermore, students' perception of teachers' personality charm has a significant positive impact on their academic achievement. This study provides theoretical and practical references for improving teaching quality in higher education and promoting students' academic development.</p>
7066 14:15-14:30	<p>A Study on the Strategies for Improving the Teaching Quality of Broadcasting and Hosting Major in Public Universities in Guizhou <i>Qifu Wan</i> Dhurakij Pundit University; Gui Yang Federation of Literary And Art Circles 1274547309@qq.com</p> <p style="text-align: center;">Abstract</p> <p>This study focuses on the strategies for improving the teaching quality of broadcasting and hosting majors in public universities in Guizhou, using the ADDIE model as a framework. Semi-structured interviews were conducted with 10 junior students from three public universities (A, B, and C) in Guizhou to deeply analyze the current status of teaching quality and its influencing factors. The study finds that although students' professional abilities have improved, there are deficiencies in practical skills, interest in theoretical learning, personalized guidance, practical opportunities, the practicality of teaching materials, classroom interaction, and examination feedback. Based on these findings, targeted strategies are proposed: establishing a personalized career planning and feedback mechanism for ability improvement needs; promoting tiered teaching and innovative integration of theory and practice; updating teaching materials with the integration of new media and industry-university cooperation; improving teaching facilities and enhancing classroom interaction; and implementing diversified examination methods and personalized feedback for continuous improvement of teaching effectiveness. This research aims to provide theoretical support and practical pathways for improving the teaching quality of broadcasting and hosting majors in Guizhou universities, addressing the shortcomings of traditional research and promoting the scientification of teaching management.</p>

ID	Title / Author's name / Abstract
<p>7071 14:30-14:45</p>	<p>Research on the Impact of Peer Relationship on Group Cooperative Learning Participation in Higher Vocational English Courses in Henan Province, China Wei Sun Dhurakij Pundit University; Nanyang Institute of Technology 517174303@qq.com</p> <p>Abstract</p> <p>This research aims to explore the influence of peer relationships among vocational college students in Henan Province on their participation in group cooperative learning. To this end, this research proposes a model of peer relationships and group cooperative learning participation. Through a questionnaire survey of 342 vocational college students in a certain vocational college in Henan Province and data analysis, the results show that the peer relationships in vocational English courses have a significant positive impact on their participation in group cooperative learning. The research deeply explores the influence and effective mechanisms of peer relationships in vocational English courses in Henan Province in the context of vocational colleges in China on their participation in group cooperative learning, and provides feasible suggestions for future related research.</p>
<p>7099 14:45-15:00</p>	<p>The Impact of Professional Identity on Employment Stress among Medical Students in Jiangxi Province, China Ziyan Zhang Dhurakij Pundit University 157244501@qq.com</p> <p>Abstract</p> <p>This study aims to explore the impact of medical students' professional identity on employment pressure in Jiangxi Province, China, as well as the mediating role of psychological resilience. The study employs a questionnaire survey method, using the "Psychological Resilience Scale," "Medical Student Professional Identity Survey Questionnaire," and "Employment Pressure Questionnaire" for measurement. Gender and educational level are used as background variables, with graduates from two medical schools in Jiangxi Province as the research subjects. Based on the framework model of psychological resilience, this study investigates the influence of medical graduates' professional identity on employment pressure. The findings indicate that professional identity has a negative impact on employment pressure, and psychological resilience plays a significant mediating role between employment pressure and professional identity. Based on the research results, suggestions and recommendations for enhancing medical students' psychological resilience and professional identity are proposed, providing theoretical support for universities to develop effective educational policies to improve college students' psychological resilience and professional identity.</p>

Session 10

13:30-15:00

Theme: Education Management (Zoom, Chinese)

Session Chair: *Dr. Hsuan-Po Wang*

Affiliation: Chinese International College, Dhurakij Pundit University

ID	Title / Author's name / Abstract
7072 13:30-13:45	<p>The Impact of Perceived Organizational Climate on Job Burnout among College Administrators in Shandong, China</p> <p><i>Xiao Han</i></p> <p>Chinese International College Dhurakij Pundit University; Weifang University 147952492@qq.com</p> <p>Abstract</p> <p>This study aims to explore the impact of perceived organizational climate on career burnout among administrative staff in universities in Shandong Province, China, and its underlying mechanisms, particularly the mediating role of work happiness. The study employed a questionnaire survey method, distributing questionnaires to 600 administrative staff members in universities in Shandong Province, with 529 valid responses collected. Through data analysis, the study confirmed the following hypotheses: 1. Perceived organizational climate significantly negatively impacts career burnout among administrative staff in Shandong Province universities; 2. Perceived organizational climate significantly positively impacts work happiness; 3. Work happiness significantly negatively impacts career burnout; 4. Work happiness mediates the relationship between perceived organizational climate and career burnout. This study enriches the theoretical framework of career burnout, emphasizing the interactive relationship between organizational climate and employee psychological state, and provides practical suggestions for university administrators to improve organizational climate and enhance employee work happiness.</p>
7084 13:45-14:00	<p>The impact of perceived teacher expectations on learning fatigue among college students</p> <p><i>Runying Guo</i></p> <p>Dhurakij Pundit University 3379754847@qq.com</p> <p>Abstract</p> <p>This study focuses on college students in Shandong Province, China, and uses the "Perceived Teacher Expectations Questionnaire" and "English Learning Burnout Scale" as research tools to explore the impact of perceived teacher expectations on learning fatigue. A total of 450 formal questionnaires were collected in this study. After reliability analysis, descriptive statistical analysis, difference analysis, correlation analysis, and regression analysis, the expected conclusion of this study is that perceived teacher expectations have a significant negative impact on learning fatigue among college students in Shandong Province, China in English learning.</p>

ID	Title / Author's name / Abstract
7086 14:00-14:15	<p>The Impact Mechanism of Digital Literacy on Teaching Innovation: A Study of Higher Vocational College Teachers in Northern Jiangsu Province, China</p> <p>Shengkun Zang^{1*} Ke Zhang²</p> <p>^{1*} Dhurakij Pundit University; ^{1*} Suqian University; ² Dhurakij Pundit University; zangshengkun2023@gmail.com</p> <p>Abstract</p> <p>With the rapid advancement of information technology, digital literacy has become a critical component of modern education. Particularly in higher vocational education, teachers' digital literacy not only determines teaching quality but also directly impacts students' learning outcomes and the cultivation of professional competencies. As a region with relatively lagging economic development in China, Northern Jiangsu Province faces multifaceted challenges in the digital transformation of its higher vocational institutions. Investigating the digital literacy of vocational teachers and its impact mechanism on teaching innovation holds significant theoretical and practical value. Through an in-depth analysis of the current status, influencing factors, and enhancement strategies of teachers' digital literacy, this study aims to provide actionable guidance for advancing the digital transformation of higher vocational education in Northern Jiangsu, thereby improving educational quality and cultivating high-skilled technical talents that meet the demands of the digital era. This paper systematically explores the influence mechanism of digital literacy on teaching innovation among higher vocational teachers in Northern Jiangsu, China, while proposing targeted strategies to offer theoretical and practical insights for the digital transformation of vocational education.</p>
7040 14:15-14:30	<p>A Study on Enrollment Motivation and Influencing Factors of Vocational Undergraduate Students</p> <p>Jie Xie</p> <p>Chinese International College Dhurakij Pundit University 361103862@qq.com</p> <p>Abstract</p> <p>Enrollment motivation has a vital impact on students' academic development and school career development. Vocational undergraduate education is a key link in the high-quality development of vocational education in China, but the public has a cognitive bias towards vocational education, which leads to the phenomenon of insufficient students and low admission scores, and the development of vocational education is constrained. This study adopts qualitative research method, with vocational undergraduate students as the research object, with their enrollment motivation as the breakthrough point, apply Self-determination theory framework, on the basis of previous scholars research design semi-structured interview outline, reshape the subjectivity of students education choice behavior experience, to explore the influencing factors of students active enrollment, in order to comb the attraction of vocational education for students, for vocational undergraduate education reform and development.</p>

ID	Title / Author's name / Abstract
7107 14:30-14:45	<p>The Relationship of Perceived Organizational Support and Job Engagement of College Teachers in North of Jiangsu, China-the Mediating Role of Competence</p> <p><i>Xiaolu Wang</i> Dhurakij Pundit University; Suqian University 176202303@qq.com</p> <p>Abstract</p> <p>In this study, the questionnaire survey method was applied to investigate 605 teachers from 5 local applied universities in northern Jiangsu Province, China. The impacts of teachers' perceived organizational support on their work engagement and competence in local applied universities is explored, as well as the mediating role of competence between teachers' perceived organizational support and work engagement. The results indicated that: Teachers' perceived organizational support has a significant positive impact on their competence. Teachers' perceived organizational support in local applied universities in northern Jiangsu, China, also has a significant positive impact on their work engagement. Moreover, teachers' competence plays a partial mediating role in the impact of teachers' perceived organizational support on their work engagement.</p>
7132 14:45-15:00	<p>Practical Study on the Reform of Dance Curriculum Teaching for Preschool Education Major in Applied-Oriented Universities</p> <p><i>Lin Li</i> Hezhou University 869376604@qq.com</p> <p>Abstract</p> <p>This study addresses the three core issues of "not wanting to learn", "not using", and "weak abilities" in dance courses for preschool education majors in universities. Based on the goal of cultivating applied talents, a curriculum reform plan with creative dance teaching as the core is proposed. Through a three-stage progressive reform, a curriculum system has been constructed that returns to the essence of education, highlights pre-school characteristics, and strengthens practical orientation. The teaching content has shifted from traditional skill training to creative dance teaching, adopting gamified experiential teaching methods, and establishing a collaborative evaluation mechanism between universities and kindergartens. The teaching reform of dance courses in preschool education majors under the application-oriented talent cultivation system has achieved the transformation of dance courses from skill training to educational literacy cultivation, providing ideas for the characteristic development of preschool education majors in local colleges and universities.</p>

Session 11

13:30-15:00

Theme: Education Matters (Zoom, Chinese)

Session Chair: *Dr. Hsin-Chang Yu*

Affiliation: Chinese International College, Dhurakij Pundit University

ID	Title / Author's name / Abstract
7112 13:30-13:45	<p>The Influence of Emotinal Regulation on Teacher Resilience among Secondary School Teachers in Shandong, China <i>Lulu Meng Xudong Ji</i> Dhurakij Pundit University 943494091@qq.com</p> <p>Abstract</p> <p>This study investigated the impact of emotional regulation on teacher resilience among 403 middle school teachers in Shandong Province, China, amid increasing societal demands and occupational stress in education. Utilizing convenience sampling, standardized scales were employed to measure emotional regulation, teacher resilience, and organizational support. The results revealed that emotional regulation, teacher resilience, and organizational support among these educators were generally at moderately high levels. Emotional regulation demonstrated a significant positive effect on teacher resilience, while organizational support played a significant positive moderating role between emotional regulation and teacher resilience.</p>
7153 13:45-14:00	<p>The Relationship Between Family Support and Social Entrepreneurship Intentions Among College Students in Guangxi Province, China: The Moderating Role of Resilience <i>Zhen Huang^{1*} Ke Zhang²</i> ^{1, 2} Dhurakij Pundit University; ¹Guangxi City Vocational University *2291947375@qq.com</p> <p>Abstract</p> <p>This study explores the effects of family support on social entrepreneurial intentions and the moderating role of resilience among college students in Guangxi universities. A pre-test was conducted on 107 college students through stratified sampling, and the formal study was carried out after validating the reliability of the instrument. The results found that: (1) Family support significantly and positively predicted social entrepreneurial intention through the dual paths of emotional identity and resource supply; (2) Resilience showed a non-linear moderating effect, and the intensity of entrepreneurial intention of individuals with high resilience was increased by 42% when the family support was lower; (3) The relationship between women's social entrepreneurial intention and resilience is significantly higher than that of males; (4) The 21-22 year old group shows fluctuating characteristics of family support and resilience. The study constructs a 'family-psychology' dual-drive model to reveal the cultural cognitive paths of social entrepreneurship in border areas, which will provide a basis for optimising entrepreneurship education and ethnic policies.</p>

ID	Title / Author's name / Abstract
<p>7159 14:00-14:15</p>	<p>The impact of self-acceptance on social anxiety among nursing college students in Shandong Province, China Zhaohong Wang Dhurakij Pundit University; Binzhou Polytechnic 285819668@qq.com</p> <p>Abstract</p> <p>This study aims to explore the impact of self-acceptance on social anxiety among nursing students in vocational colleges in Shandong Province, China. A questionnaire survey was conducted on 447 nursing students. The research results show that the self-acceptance level of nursing college students in Shandong Province is moderately high, and the overall level of social anxiety is relatively low. Self acceptance has a significant negative impact on social anxiety.</p>
<p>7161 14:15-14:30</p>	<p>The Influence of Self-Leadership on College Freshmen's School Adaptation: Evidence from Guangdong Province, China Siting Li* Meng-Tien Chiang Dhurakij Pundit University *474978140@qq.com</p> <p>Abstract</p> <p>The early stage of college is a crucial period for individual psychological and moral development. Freshmen face changes in their environment, interpersonal relationships, and learning methods, making them prone to adaptation issues. Enhancing school adaptability is key to the transition into independent living, with self-leadership serving as the core driving force. This study focuses on freshmen in universities across Guangdong Province, using the "Self-Leadership Strength Scale" and the "Freshman School Life Adaptation Scale." Questionnaires were distributed through convenience sampling to six universities within the province, resulting in 564 valid responses. The findings indicate that background variables such as place of origin, gender, type of school, and whether one is an only child do not significantly influence freshmen's self-leadership or school adaptability; however, there is a significant difference in school adaptability based on whether one serves as a student leader. Self-leadership has a significant positive impact on school adaptability. The research conclusions provide empirical references for enhancing the self-leadership and school adaptability of freshmen in universities across Guangdong Province, aiding universities in conducting targeted freshmen adaptation education programs.</p>

ID	Title / Author's name / Abstract
<p>7162 14:30-14:45</p>	<p>The Impact of Extracurricular Activity Participation on Creativity Among University Students: Evidence from Guangdong Province, China <i>Ting Xie*</i> <i>Meng-Tien Chiang</i> Dhurakij Pundit University 727045476@qq.com</p> <p>Abstract</p> <p>Creativity is the core quality for cultivating innovative talents, and participation in extracurricular activities has become an important part of college students' campus life in China. This study aims to explore the impact of college students' participation in extracurricular activities on creativity, thereby providing theoretical basis and practical guidance for cultivating college students' creativity. A questionnaire survey was conducted, with 450 college students from universities in Guangdong Province, China, as the research sample. Their participation in extracurricular activities and creativity levels were measured using relevant scales. Through reliability analysis, difference analysis, correlation analysis, and regression analysis, it was verified that college students' participation in extracurricular activities has a positive impact on the development of creativity.</p>
<p>7163 14:45-15:00</p>	<p>The Influence of Self-Leadership on Career Exploration Among University Students: Evidence from Guangdong Province, China <i>Fenghong Xu*</i> <i>Meng-Tien Chiang</i> Dhurakij Pundit University *1220503109@qq.com</p> <p>Abstract</p> <p>Career exploration is a vital practical process in college students' career development, and self-leadership serves as a key factor promoting college students' engagement in career exploration. This study focuses on college students in Guangdong Province, China, aiming to investigate the influence mechanism of college students' self-leadership on career exploration. Adopting a questionnaire survey approach, the research utilized the "Self-Leadership Scale" and "Career Exploration Scale" as measurement tools, conducting an online survey on 527 college students in Guangdong Province through convenience sampling. The findings reveal significant differences in career exploration among college students of different genders and grades. Additionally, self-leadership demonstrates a significant positive impact on career exploration. This study provides empirical insights for enhancing self-leadership and promoting career exploration among college students in Guangdong Province.</p>

Session 12

13:30-14:45

Theme: Higher Education (Zoom, Chinese)

Session Chair: *Dr. Ke Zhang*

Affiliation: Chinese International College, Dhurakij Pundit University

ID	Title / Author's name / Abstract
7037 13:30-13:45	<p>The Influence of Teachers' Teaching Style on Students' Creativity in Higher Vocational Computer Majors: The Moderating Role of Perceived School Atmosphere</p> <p><i>Huang Bangyi</i></p> <p>¹Dhurakij Pundit University; ²Guangxi City Vocational University 1094476088@qq.com</p> <p>Abstract</p> <p>Cultivating a unique teaching style, improving the teaching quality of teachers, and promoting the growth of personalized and innovative talents are key tasks in deepening education reform. This study investigates the impact of teaching style on students' creativity in higher vocational computer majors based on the perceived school atmosphere. This study targets students majoring in computer science in higher vocational colleges and uses a questionnaire survey method. It is expected to obtain 500 samples. The expected results are: Under the control of background variables, innovative exploratory teaching style has a significant positive impact on students' creativity. In addition, a good perceived school atmosphere played a positive moderating role in teachers' teaching style and students' creativity. Expected research contribution: Through in-depth analysis of the relationship between teaching style and creativity, it helps schools better understand the role and impact of different teaching styles, thereby optimizing teaching management and improving education quality.</p>
7039 13:45-14:00	<p>A Qualitative Study on the Influencing Factors of the Professional Well - being of Young Teachers in Vocational Undergraduate Colleges</p> <p><i>Rihui Liu*</i></p> <p>Dhurakij Pundit University; Guangxi City Vocational University 66230220@dpu.ac.th</p> <p>Abstract</p> <p>Vocational undergraduate colleges are a crucial part of the vocational education system. Young teachers, as the core force within these colleges, play a significant role in the development of the colleges and the quality of education. However, currently, there is relatively little research on the professional well - being of young teachers in vocational undergraduate colleges. This study employed a qualitative research method and conducted in - depth interviews with 14 young teachers from a vocational undergraduate college in Guangxi. The results showed that, in terms of subjective well - being, the phenomenon of "equal pay for unequal work" affected teachers' professional well - being. In terms of social well - being, the "task - based" communication between young teachers and students or parents reduced teachers' sense of social status, which also had an impact on their professional well - being. This research enriches the theoretical perspective of the study on professional well - being and provides practical references for vocational undergraduate colleges to enhance the professional well - being of young teachers.</p>

ID	Title / Author's name / Abstract
<p>7078 14:00-14:15</p>	<p>Exploring the Challenges and Strategies for Enhancing Innovative Self-Efficacy Among Undergraduate Big Data Majors in the Context of Generative AI Rihui Liu Chinese International College, Dhurakij Pundit University 670641448@qq.com</p> <p>Abstract</p> <p>This study focuses on the problems of low preview rate and low implementation completion rate of students majoring in big data in vocational undergraduate courses, and discusses the dilemma and path of improving students' innovative self-efficacy in the context of the prevalence of generative AI. The phenomenological research method in qualitative research was adopted, the purpose sampling method was adopted, and 10 students from G vocational College (hereinafter referred to as G School) were selected for semi-structured interviews, and the data were analyzed by Colaizzi seven-step analysis method. According to the interview data, five subjects were extracted: heavy homework pressure, trouble from version differences, low AI literacy, high classroom screen control rate, and lack of confidence. This paper proposes to provide a practical paradigm for vocational education to improve students' creative self-efficacy by optimizing curriculum scheme, developing practical training manual, focusing on AI literacy training, and implementing "course-competition" double chain integration.</p>
<p>7081 14:15-14:30</p>	<p>The Influence of Growth Mindset on Learning Engagement of Computer Science Undergraduates in Guangxi Vocational Colleges: The Mediating Role of Psychological Resilience Huang Bangyi Dhurakij Pundit University; Guangxi City Vocational University 516762971@qq.com</p> <p>Abstract</p> <p>Cultivating students' growth oriented thinking, enhancing their learning engagement, and promoting their comprehensive personal growth are key tasks in deepening educational reform. On the basis of examining pseudo psychological resilience, this study explores the impact of growth mindset on the creativity of vocational undergraduate students. This study focuses on vocational undergraduate students and is expected to obtain 300 samples through a questionnaire survey method. The expected results are: under the control of background variables, growth mindset has a significant positive impact on students' learning engagement. In addition, good psychological resilience plays a positive mediating role in growth mindset and student learning engagement. Expected research contribution: Through in-depth analysis of the relationship between growth mindset and learning engagement, this study aims to help schools better understand the role and impact of student learning engagement, optimize teaching management, and improve educational quality.</p>

ID	Title / Author's name / Abstract
<p>7126 14:30-14:45</p>	<p>The Impact of Interpersonal Relationships on Academic Achievement among College Students in Hebei Province</p> <p><i>Chuxuan Sun</i> Chinese International College, Dhurakij Pundit University 447605931@qq.com</p> <p>Abstract</p> <p>This study focuses on university students in Hebei province, China, and is based on social support theory. It explores the impact of interpersonal relationships on academic achievement, as well as the mediating role of peer support. To test the research hypotheses, a questionnaire survey was conducted, distributing questionnaires to students from three universities in Hebei province. A total of 463 valid responses were collected and analyzed. The results indicate that: 1. University students in Hebei province exhibit significant differences in interpersonal relationships and academic achievement across different demographic variables (gender and grade level). 2. Interpersonal relationships have a significant positive impact on academic achievement. 3. Interpersonal relationships have a significant positive impact on peer support. 4. Peer support has a significant positive impact on academic achievement. 5. Peer support plays a significant mediating role between interpersonal relationships and academic achievement among university students in Hebei province.</p>

Session 13

13:30-15:00

Theme: Innovation, Well-being, and Culture in Education (Zoom, English)

Session Chair: *Dr. Penpisut Sikakaew*

Affiliation: Chinese International College, Dhurakij Pundit University

ID	Title / Author's name / Abstract
7171 13:30-13:45	<p>Fostering Sustainable Learning through AI-Supported Flipped Classrooms: A Conceptual Framework for Enhancing Self-Regulated Learning in Chinese College English Listening Instruction</p> <p><i>Zhumin Yin*</i> <i>Renee Shiun Yee Chew</i> INTI International University, Malaysia <i>*I24027977@student.newinti.edu.my</i></p> <p>Abstract</p> <p>This study constructs a conceptual framework to integrate AI-supported flipped classrooms with self-regulated learning (SRL) in English listening teaching in Chinese universities. Referring to Zimmerman's (2000) SRL cycle theory, the framework integrates AI tools and flipped teaching to solve the problems of passive learning. AI customizes pre-class content and provides real-time feedback to help students plan and monitor their learning independently. Classroom activities promote collaborative reflection and connect individual and social learning. By cultivating self-regulated learning habits and long-term motivation, the framework meets the needs of post-epidemic education resilience. Although this integration can increase participation and relieve anxiety, its effectiveness depends on the fairness of technology access and the balance between teachers. In order to overcome infrastructure differences and avoid indicator dependence, this study advocates a mixed implementation of high- and low-tech strategies to achieve fair promotion. This study regards AI as a boost to SRL cultivation, reshapes the concept of language education, and highlights the synergy between technology, teaching methods, and learner autonomy.</p>
7172 13:45-14:00	<p>Generative AI and Creative Thinking in Art Education: A TPACK-Based Theoretical Framework</p> <p><i>Qiong Liu*</i> <i>Renee Shiun Yee Chew</i> <i>*INTI International University, Malaysia</i> <i>i24027788@student.newinti.edu.my</i></p> <p>Abstract</p> <p>This paper explores the integration of generative artificial intelligence (AI) into art education as a means to foster creative thinking. Using the Technological Pedagogical Content Knowledge (TPACK) framework, it conceptualizes generative AI as technological knowledge dynamically interacting with pedagogical strategies and disciplinary content. The study proposes a model that enables art educators to design instruction aligning AI capabilities with creative learning goals. While generative AI enhances students' imaginative engagement, it also raises ethical concerns such as authorship and originality. This conceptual framework aims to support reflective teaching practice and inform future empirical research, contributing to the evolving discourse on AI-assisted creativity in vocational art teacher education.</p>

ID	Title / Author's name / Abstract
<p>7015 14:00-14:15</p>	<p>Ideological and Politics of College Physical Education Courses-Practical Thinking on the Characteristics of Education, Practice Patterns and Action Strategies</p> <p><i>Junzhang Zhu¹ * Jiajun Song²</i></p> <p>¹* Hezhou University, Hezhou , China; ²Jishou University, Jishou, China junzhangzhu4@gmail.com</p> <p>Abstract</p> <p>The physical education disciplines in universities contain rich humanistic education factors and sports spirit, which can provide rich resources for ideological and political education in courses, and this has also created the distinctive characteristics of physical education courses in universities in my country. This paper explores the educational characteristics, practice patterns and action strategies of ideological and political education in physical education courses in universities, in order to give full play to the educational advantages of physical education courses, so that students can promote their all-round development in morality, intelligence, physique, and beauty while learning sports knowledge and skills.</p>
<p>7019 14:15-14:30</p>	<p>Research On The Relationship Between Workplace Bullying Of College Teachers And Their Mental Health: Taking Coping Strategies As Moderating Variables</p> <p><i>Qiong Li¹ Jing Shi²* Haixiang Xiong³*</i></p> <p>¹Guizhou Medical University; ²*Shanxi Institute of Technology; ³Hainan Vocational University of Science and Technology 597297454@qq.com*</p> <p>Abstract</p> <p>Workplace bullying has been the focus of academic attention in recent years and exists in many fields. Existing research suggests that workplace bullying has a significant impact on mental health. The group of full-time college teachers also faces serious workplace bullying, and coping strategies can adjust the negative impact of workplace bullying on teachers' psychology through the internal resources that teachers possess. Therefore, the main purpose of this study is to explore the relationship between workplace bullying and the mental health of full-time college teachers, and analyze the moderating effects of problem-oriented coping strategies and emotion-oriented coping strategies between workplace bullying and mental health respectively. This study adopted the convenience sampling method and used the Negative Acts Questionnaire-Revised (NAQ-R), the Beck Depression Inventory-II (BDI-II), and the Coping Strategies Scale (JCS) as research tools to distribute 350 questionnaires to full-time teachers in undergraduate colleges and universities in the southwest region. The results show that workplace bullying has a negative impact on mental health. Both problem-oriented coping strategies and emotion-oriented coping strategies have significant moderating effects between workplace bullying and mental health. Under the moderating effects of high emotion-oriented coping strategies and high problem-oriented coping strategies, the impact of workplace bullying on mental health is significantly weakened.</p>

ID	Title / Author's name / Abstract
<p>7020 14:30-14:45</p>	<p>Exploration into the Development and Inheritance of Dragon Culture in Primary and Secondary Schools in Rizhao City Min Zhang Yi Zhong* Qian Wu Dhurakij Pundit University 66240024@dpu.ac.th</p> <p>Abstract</p> <p>Based on the Chinese Loong culture, this paper studies the development of dragon culture courses in three primary and secondary schools in Rizhao City through the methods of literature review, statistical tool analysis and survey and interview. Xinying Middle School has formed a unique campus dragon culture, and Lanshan Yuquan Experimental Middle School and Juxian No. 3 Experimental Primary School have also actively carried out the dragon dance movement. Dragon dance research mainly focuses on sports, music and dance, and cultural fields, with differences in social support. The development of dragon culture in primary and secondary schools in Rizhao City is constrained by social factors and lacks policy and financial support. Suggest increasing the attention of society and school leaders, introducing policies to encourage the inheritance of dragon culture on campus, forming regional complementarity, and offering diversified school-based characteristic courses.</p>
<p>7021 14:45-15:00</p>	<p>Study on influencing factors of university students' satisfaction of blended learning in public table tennis courses Guozhe Huang^{1*} Huimin Xuan² ¹Guangxi Medical University, Nanning, China ²Chinese International College, Dhurakij Pundit University, Bangkok, Thailand *147362443@qq.com</p> <p>Abstract</p> <p>This study focuses on student satisfaction of the blended learning model applied to public table tennis course in universities, and attempts to explore the influencing factors. An analytical framework composed of four dimensions: student characteristics, teacher characteristics, course characteristics, and system characteristics, is used in this study, together with two research tools as questionnaire and mathematical statistics to conduct a survey in a university in Guangxi, China. 162 students' satisfaction of the blended learning model used in their course was tested, and as a result, five factors are proved to be vital in affecting students' satisfaction: students' adaptability to e-learning, the perceived usefulness of the system, the timeliness of teachers' response, the perceived ease of use of the system, and the applicability of the course. These findings offer evidence in the sense of practice for improving the blended teaching mode applied in public physical education in universities.</p>

Session 14

13:30-14:45

Theme: Learning, Identity, and Educational Outcomes (Zoom, English)

Session Chair: *Assoc. Prof. Dr. Aswin Sangpikul*

Affiliation: Master of Arts in Tourism Management Program, Dhurakij Pundit University

ID	Title / Author's name / Abstract
7095 13:30-13:45	<p>Beyond 'Good' and 'Bad': Exploring Evaluative Language in Thai EFL Learners' Product Reviews</p> <p><i>Pimpaporn Dechvijankit^{1*} Sutharat Puangsing²</i></p> <p>^{1*}School of Architecture and Design, King Mongkut's University of Technology Thonburi, Bangkok; ² School of Architecture and Design, King Mongkut's University of Technology Thonburi, Bangkok paewkmutt@gmail.com</p> <p>Abstract</p> <p>As English as a Lingua Franca (ELF) continues to rise in prominence, the Linguaging Approach, one ELF model, serves as an effective ideal for learning English language using meaningful communication. In this study, the researchers analyzed how first year undergraduates enrolled in LNG222: Academic Listening and Speaking (The Review Course) utilized evaluative language for product evaluation in written reviews. The analysis was based on Martin and White's (2005) Appraisal Theory, concentrating on the Attitude subsystem: Affect, Judgment, and Appreciation. A qualitative analysis of 20 student reviews showed that students expressed strong emotional satisfaction or dissatisfaction with the product, making 'Affect' the most dominant feature (100% of the student reviews). Students' reviews also showed 'Appreciation' when they described product features (95% of reviews). Anyway, they seemed to express less 'Judgment' in their writing pieces (55% of reviews). This might result from choosing to express more personal experience than critique as students emphasized on expressing emotions greatly in their reviews. Through this study, the researchers have paved the way to comprehend how ELF learners have developed their evaluative writing skills. Moreover, it is shown that teaching writing skills could focus on adopting a more balanced approach when students produce evaluative writing texts.</p>

ID	Title / Author's name / Abstract
<p>7097 13:45-14:00</p>	<p>The Mechanism of Occupational Interest on Pre-service Teachers' Professional Identity: The Mediating Role of Occupational Values and the Moderating Role of Teaching Efficacy</p> <p><i>Cuiping Cai¹ Yanling Dai² Yiting Lai³ Lingrui Zheng^{4*}</i></p> <p>¹Sichuan International Biaobang Vocational College; ²The College of Arts and Sciences·Kunming; ³Meizhouwan Vocational Technology College; ^{4*}Chengdu No.7 High School lingrui.zheng@foxmail.com</p> <p>Abstract</p> <p>In the process of institutionalization of the teaching profession in China, the professional identity of pre-service teachers is crucial to the quality of education. Based on the Social Cognitive Career Theory and Career Development Theory, this study explores the impact of occupational interest on the professional identity of pre-service teachers, with a particular focus on the mediating role of occupational values and the moderating effect of teaching efficacy. By using stratified cluster sampling, a questionnaire survey was conducted among 1,236 pre-service students from three colleges, and the hypotheses were tested using structural equation modeling. The results were that occupational interest had a significant positive impact on professional identity through occupational values, especially in the "altruism" dimension. The promotion effect of occupational interest on professional identity is more pronounced in the group with high teaching efficacy. Besides, the mediating effect of occupational values varies by gender. This research provides theoretical and empirical support for the reform of teacher education curricula, suggesting that strengthening the education of occupational values and enhancing teaching efficacy can promote the professional identity of pre-service teachers.</p>

ID	Title / Author's name / Abstract
<p>7032 14:00-14:15</p>	<p>A study on the status quo of parents' satisfaction with after-school services in primary schools in Nanning, China under the background of double reduction Zhi Li¹ Yu-Jin Liu^{2*} Deng-Jun Luo³ Lin-Lin Cai⁴ ¹Guangxi College of Sports Education; ^{2*}Zunyi Medical University ³Chongqing Vocational College of Culture and Art; ⁴Guangzhou Preschool Teachers College 114824689@qq.com</p> <p>Abstract</p> <p>This study aims to explore the status quo and influencing factors of parents' satisfaction with after-school services in schools under the background of the "double reduction" policy and propose implementation strategies. The interview method was mainly used, supplemented by the questionnaire survey method. Purposeful sampling was used to obtain 940 valid questionnaires from parents of three primary schools in Nanning. Interviews with 9 interviewees were recorded and a verbatim transcript was formed. By analyzing the questionnaire and interview content, it was finally concluded that the parent satisfaction with after-school services in Nanning tends to develop in a better direction; the reasons for its influence are related to the positive and negative evaluation of parents on the four dimensions of service effectiveness, service teachers, service management, and service content.</p>
<p>7044 14:15-14:30</p>	<p>Psychological Capital and Social Support: Their Impact on College Students' Job Search Efficacy Wei Li Dhurakij Pundit University Liwei19841210@gmail.com</p> <p>Abstract</p> <p>To explore the relationship between psychological capital, social support, and job-seeking efficacy of college students, a questionnaire survey was conducted among 472 college students using the "College Students' Positive Psychological Capital Scale," "Social Support Scale," and "Job-Seeking Efficacy Scale." The results showed that there were differences in psychological capital and job-seeking efficacy between students from Eastern and Western universities; psychological capital, social support, and job-seeking efficacy had significant positive correlations, with psychological capital playing a partial mediating role. Therefore, improving students' psychological capital and social support can enhance their job-seeking efficacy.</p>

ID	Title / Author's name / Abstract
<p>7114 14:30-14:45</p>	<p>The Influence of Project-Based Learning on Students' Learning Effectiveness: the Moderating Role of Teachers' Professionalism <i>Yi Zhang¹ Liu Wu² Xia Cai² Yang Li^{1*}</i> ¹Binzhou Polytechnic; ²Guangzhou Preschool Teachers College liyang902102@163.com</p> <p>Abstract</p> <p>This study focuses on the impact of project-based learning on students' learning effectiveness, and explores the moderating role of teachers' professionalism. By combing the relevant theoretical basis, the present situation of project-based learning and students' learning effectiveness is analyzed, and the model of teacher professional quality regulating effect is constructed. In this paper, 390 students majoring in preschool education in a normal college in Guangzhou were investigated. Through the method of questionnaire survey data collection, descriptive statistics, correlation analysis and regression analysis, it is concluded that the cognitive engagement, curriculum support and evaluation system of project-based learning have significant positive impact on students' learning effectiveness. Teachers' professionalism has a significant negative moderating effect on the relationship between cognitive engagement, curriculum support and learning effectiveness. However, teachers' professionalism has no significant effect on the negative adjustment of the relationship between the evaluation system of project-based learning and students' learning effectiveness.</p>

Session 15

15:20-16:20

Theme: Psychological and Institutional Factors in Education (Zoom, English)

Session Chair: *Dr. Meng-Tien Chiang*

Affiliation: Chinese International College, Dhurakij Pundit University

ID	Title / Author's name / Abstract
7030 15:20-15:35	<p>The Effect of College Students' Learning Input on Learning Satisfaction: The Mediating Role of Psychological Security</p> <p><i>Huaxia Xie¹ Zhiyu Lu¹ Jun Li² Guochao Wei^{1*}</i></p> <p>¹*Hezhou University, China; ²Hubei Engineering University, China *weiguochao905@gmail.com</p> <p>Abstract</p> <p>Exploring the influence of college students' learning input on learning satisfaction is of great significance to further improve the teaching content and enhance the teaching level. In order to deeply explore the influencing factors of college students' learning satisfaction and the relationship between college students' learning input, learning satisfaction and psychological security, a questionnaire survey was conducted on 573 college students in Guangxi using the learning input scale, the learning satisfaction scale and the psychological security scale. The results show that: (1) college students' learning input has a significant positive effect on learning satisfaction. (2) College students' study input has a significant positive effect on psychological security. (3) Psychological security plays a mediating role between college students' commitment to learning and satisfaction with learning. The higher the college students' learning input, the higher the psychological security, and the higher the learning satisfaction will be on learning.</p>

ID	Title / Author's name / Abstract
<p>7041 15:35-15:50</p>	<p>A Case Study on the Impact of Curriculum Reform on the Innovation Ability of Art Major University Students in Beijing, China Based on Grounded Theory: An Interview Analysis of Fashion Performance Major Students</p> <p><i>Jian Jiao</i>¹ <i>Qin Chen</i>^{2*} <i>We Qui</i>³ <i>Ziyu He</i>⁴</p> <p>¹ Beijing City University; ^{2*} Hezhou University; ³ Guangdong University of Science and Technology; ⁴ Mudanjiang Normal University 34676937@qq.com</p> <p>Abstract</p> <p>This study aims to explore the impact of curriculum reform on the innovation ability of university students majoring in fashion performance at a certain university in Beijing through the framework of grounded theory. A total of 12 fashion performance students were selected as interviewees, and data were collected using semi-structured interviews. Systematic coding and analysis were conducted in accordance with grounded theory. The findings indicate that the introduction of new media teaching tools (such as digital art creation platforms, virtual reality technology, and short video editing software) in curriculum reform significantly enhances students' innovation ability, specifically in terms of creative expression, technical application, and practical skills. Moreover, students exhibited a high level of recognition for the application of new media teaching tools, believing that such tools contribute to improving their learning experience and professional competitiveness. This study not only verifies the practical effectiveness of curriculum reform but also provides empirical support based on grounded theory for future research, while offering valuable references for educational administrators in optimizing the design of art-related courses.</p>

ID	Title / Author's name / Abstract
<p>7052 15:50-16:05</p>	<p>Building a Resilient and Sustainable Education Management Model in the Post-Pandemic Era</p> <p><i>HangHun Yang Haifeng Huang* Yiting Lai Han Rui</i></p> <p>Dhurakij Pundit University 26579427@qq.com</p> <p>Abstract</p> <p>In the post-pandemic era, building a resilient and sustainable education management model is imperative to address the evolving needs of learners, educators, and institutions. Curriculum design and development alongside teacher training and professional development within the current technological innovation demands is the foundation for achieving this goal. However, gaps exist in the current responsive education management model post-pandemic, with persistent issues of rapid technological transformation, workforce demand, and global adaptability disruptions. The research explores a sustainable curriculum and professional development approach by advocating for continuous learning, data-driven decision-making, and industry collaboration as essential pillars for long-term relevance. Using systematic review methodology, the paper identifies the key vulnerabilities in education management, including the rigid curriculum structures, insufficient teacher training to meet modern needs, and inadequate technology integration exacerbated by funding constraints and institutional unpreparedness. The proposed framework offers practical guidance for policymakers, education leaders, and teachers, emphasizing continuous assessment, iterative improvements, and cross-sector partnerships to ensure sustainable curriculum evolution. The research underscores the necessity of embedding long-term learning strategies into education policies to equip institutions to navigate future uncertainties while maintaining quality and equity. The implication of the research is to provide actionable insights for relevant stakeholders seeking future-proof education systems.</p>

ID	Title / Author's name / Abstract
<p>7074 16:05-16:20</p>	<p>The Impact of Interpersonal Relationships on College Students' Psychological Capital: The Moderating Role of Perceived Campus Psychological Counseling</p> <p><i>Han Rui</i> Suqian University 247272601@qq.com</p> <p>Abstract</p> <p>The purpose of this study is to explore the influence of interpersonal relationships among college students on psychological capital and to examine the moderating effect of perceived college psychological counseling. Based on the ideas of self-awareness and interpersonal relationship theory, this study looks at college students. 630 students from five universities in Jiangsu Province, China, were used as research subjects to find out how interpersonal relationships and how much college psychological counseling students thought they got affected their psychological capital. The results indicate significant differences among college students in Jiangsu Province in terms of gender, grade, and whether they are only children, in terms of interpersonal relationships, perceived college psychological counseling, and psychological capital. Interpersonal relationships among college students in Jiangsu Province have a significant positive impact on psychological capital, and perceived college psychological counseling among college students in Jiangsu Province plays a moderating role between interpersonal relationships and psychological capital. The study suggests that universities in Jiangsu Province should cultivate students' interpersonal skills, strengthen the construction of college psychological counseling, enhance education and guidance on psychological capital, create a favorable college psychological culture atmosphere, and help guide students' healthy growth.</p>

Session 16

10:30-11:10

Theme: Business (Facebook)

Session Chair: *Shu-ya Chang*

Affiliation: Chinese International College, Dhurakij Pundit University

ID	Title / Author's name / Abstract
7043 10:30-10:35	<p>Breaking through global supply chain risks in the post-epidemic era: strategic innovation and industrial upgrading <i>Mingyang Wu*</i> <i>Shu-ya Chang</i> Dhurakij Pundit University 1843177616@qq.com, shu-ya.cha@dpu.ac.th</p> <p>Abstract</p> <p>This study focuses on the complex risk pattern faced by the global supply chain in the post-epidemic era, deeply analyzes the root causes of its vulnerability, and explores the multi-dimensional changes in the supply chain under the impact of the epidemic. Through the review of a large number of literature and the analysis of actual cases, an effective path for strategic innovation and industrial upgrading is proposed, aiming to provide theoretical support and practical guidance for the stable development of the global supply chain, help enterprises and countries enhance the resilience of the supply chain, and adapt to the new challenges in the post-epidemic era.</p>
7046 10:35-10:40	<p>Burnout or Engagement? The Dual Effects of Job Insecurity <i>Rongze Ma*</i> <i>Shu-ya Chang</i> Dhurakij Pundit University *1219932056@qq.com</p> <p>Abstract</p> <p>With the rapid development of social economy, job insecurity has become an important factor affecting employees' psychology and behavior. This study focuses on the double-edged sword effect of job insecurity, that is, it may stimulate employees to have higher work engagement, but it may also lead to work burnout. Through a questionnaire survey of 203 employees in various industries across the country, this paper constructs a theoretical framework based on resource conservation theory and combines the moderating role of psychological capital, and verifies the dual impact of job insecurity on work engagement and burnout through empirical research. The results show that under certain conditions, job insecurity can cause employees to experience both burnout and positivity. Only with sufficient psychological capital as a regulator can it affect the change of employees' work attitude. This study not only enriches the theoretical system in the field of job insecurity, but also provides new ideas for corporate management practice.</p>

ID	Title / Author's name / Abstract
<p>7050 10:40-10:45</p>	<p>Digital Transformation's Impact on Employee Work Efficiency: The Moderating Role of Authoritarian Leadership Yimin Wang Chinese International College, Dhurakij Pundit University yimin013@gmail.com</p> <p>Abstract This study examines the impact of digital transformation on employee work efficiency and the moderating role of authoritarian leadership. Based on the Technology Acceptance Model and Conservation of Resources Theory, digital transformation is categorized into four dimensions: customer, product, employee, and internal enterprise digitalization. Using questionnaire surveys and regression analysis, results show that digital transformation significantly improves work efficiency, especially internal enterprise digitalization. However, authoritarian leadership negatively moderates this relationship, hindering employees' adaptability to new technologies. The study suggests that organizations should adjust leadership styles to maximize employee potential and enhance overall performance in the digital era.</p>
<p>7079 10:45-10:50</p>	<p>The Mediating Role of Customer Value Co-Creation Between Perceived Service Quality and Attitudinal Loyalty of Property Service: Comparison of Differences in Property Ownership Xinlou Gao * Shu-ya Chang ¹Dhurakij Pundit University *gxlou@163.com</p> <p>Abstract This study examines how perceived service quality relates to customer value co-creation in property services and influences attitudinal loyalty while comparing effects across property ownership types. Data from an online questionnaire were analyzed using AMOS and SPSS. Findings show that perceived service quality significantly enhances attitudinal loyalty, partially mediated by customer value co-creation. Differences in service quality perception, co-creation behavior, and loyalty vary by ownership status. This research enriches property service theory and offers practical insights for boosting loyalty.</p>

ID	Title / Author's name / Abstract
<p>7113 10:50-10:55</p>	<p>Do divestitures exacerbate corporate financial risk?--Causal Inference Based on Double Machine Learning <i>Xiufang Xia¹ Tianxiang Luan^{2*}</i> ^{12*} Qingdao University of Technology ltxfimo@163.com</p> <p>Abstract</p> <p>This study utilizes a double machine learning approach to investigate the impact of divestitures on corporate financial risk and its mechanism using a sample of Chinese A-share listed companies from 2008 to 2023. It is found that divestitures do not mitigate financial risk, but rather lead to a significant increase in corporate risk, in which financing constraints play a key mediating role. That is, divestitures reinforce the negative expectations of external markets about firms' financial conditions, exacerbate financing constraints, and then push up financial risks. This study expands the empirical findings on the economic consequences of divestitures, and suggests that firms should carefully assess the long-term risks of divestitures, optimize their financing strategies, and make reasonable decisions.</p>
<p>7154 10:55-11:00</p>	<p>The mechanism by which role breadth self-efficacy affects employees' cross-border behavior: The regulatory role and organization of network sabotage The mediating role of structural organicity <i>Haokun Wu¹ Shu-ya Chang^{2*} Chaoqiao Yang³</i> ^{1, 2, 3}Chinese International College; ¹Sinolink Securities *171308455@qq.com</p> <p>Abstract</p> <p>Against the backdrop of accelerated globalization and digitization, modern enterprises are facing a complex and ever-changing environment, which places higher demands on organizational flexibility, innovation, and dynamic employee behavior. Role breadth self-efficacy, as an individual psychological trait, is closely related to the occurrence of cross-border behavior among employees; The organic nature of organizational structure, as an external environmental factor, may play a mediating role between the two through its openness and supportive traits. In addition, as a common phenomenon in the workplace, the moderating effect of employees' online absenteeism on cross-border behavior also needs further exploration. The study adopted a questionnaire survey method and selected financial enterprises in Shanghai as the research subjects. Convenience sampling was used to obtain sample data, ensuring the representativeness and diversity of the sample. This study validated the data through descriptive statistical analysis, correlation analysis, and structural equation modeling (SEM).</p>

ID	Title / Author's name / Abstract
<p>7141 11:00-11:05</p>	<p>The Psychological Incentive Mechanism of Gamification in the Workplace for New Generation Employees and the Path to Enhance Perceived Gain</p> <p><i>Siyi Li*</i> <i>Shu-ya Chang</i> Dhurakij Pundit University lisiyi0924@163.com</p> <p>Abstract</p> <p>Driven by the dual forces of the digital wave and generational turnover, the new generation of employees has gradually become the main force in the workplace, challenging traditional management models with their unique psychological traits and value pursuits. Gamification in the workplace, as an innovative management strategy, offers a new perspective for stimulating the enthusiasm of the new generation of employees and enhancing their sense of gain. This article deeply analyzes the psychological motivation mechanism of gamification in the workplace on the new generation of employees, based on Deterdings "gamification elements - gamification design" hierarchical model, generational theory, existentialist psychology, and Maslows hierarchy of needs theory. It innovatively proposes a dual-path driving hypothesis, integrating extrinsic and intrinsic motivation, and introduces the regulatory focus theory to clarify the boundary conditions of motivation validity; at the same time, it constructs a three-stage sense of gain model of "situational immersion - meaning generation - self-realization", systematically expounding the path for enhancing the sense of gain of the new generation of employees from three aspects: the logical coupling of gamification design and sense of gain generation, the dynamic balance of the two-factor theory, and the collaborative evolution of organization-individual. Studies have shown that reasonable gamification design can accurately meet the psychological needs of the new generation of employees, effectively enhancing their sense of gain at work, and providing theoretical basis and practical guidance for enterprise management innovation.</p>

ID	Title / Author's name / Abstract
<p>7145 11:05-11:10</p>	<p>A Study on the Antecedents of Plush Toy Repurchase Intention: Psychological Need Satisfaction and Brand Emotional Attachment Effect</p> <p><i>Bilin Li</i> Dhurakij Pundit University 1378578373@qq.com</p> <p>Abstract</p> <p>With the improvement of consumption level, consumers are paying more and more attention to the satisfaction of personal emotional consumption. Plush toys have become an important carrier for studying consumer psychology and behavior due to their emotional attributes. This study aims to deeply explore the antecedents of plush toy repurchase intention, the influence mechanism of psychological needs on repurchase intention, introduce brand emotional attachment as a mediating variable, and explore the moderating effect of self-consistency. The survey method was adopted, and consumers with plush toy consumption experience were selected as the survey objects. Purposive sampling was conducted, and 24 items of 4 variables were measured through questionnaire surveys. A total of 150 valid samples were collected, and data analysis was performed to analyze the influence relationship between the variables. It provides a theoretical basis for plush toy companies to optimize emotional marketing strategies and deepen emotional connections to increase consumers' repurchase willingness.</p>
<p>7047 11:10-11:15</p>	<p>The impact of network infrastructure construction on enterprise ecological innovation ——A quasi-natural experiment based on the "Broadband China" strategy</p> <p><i>Rui Ma* Sze-Ting Chen</i> Dhurakij Pundit University 86623233@qq.com</p> <p>Abstract</p> <p>In the context of the coordinated promotion of the digital economy and the "dual carbon" goals, this paper uses the double difference method (DID) to divide the data into an experimental group and an observation group for empirical analysis based on the sample of Chinese A-share listed companies from 2011 to 2021. The paper empirically examines the impact mechanism of the "Broadband China" strategy on corporate ecological innovation and explores the moderating effect of corporate ESG performance. It also finds that: (1) the "Broadband China" strategy significantly improves the level of corporate ecological innovation by optimizing information infrastructure; (2) corporate ESG performance positively regulates the above relationship, and high ESG performance amplifies the policy effect by strengthening stakeholder supervision and resource acquisition capabilities; this study provides policy inspiration for the government to optimize network infrastructure, corporate ecological innovation, and coordinate social green development by constructing a theoretical framework of "policy-corporate ecological innovation".</p>

Session 17

11:15-12:20

Theme: Art and Design (Facebook)

Session Chair: *Dr. Shu-Fen Chou*

Affiliation: Chinese International College, Dhurakij Pundit University

ID	Title / Author's name / Abstract
7025 11:15-11:20	<p>Communication Strategy and Cultural Creative Development of Yunnan Jia Ma Design Genes <i>Xiaodi Tang</i> Dhurakij Pundit University 66130037@dpu.ac.th</p> <p>Abstract</p> <p>As an essential part of Yunnan's folk culture, Yunnan Jia Ma carries profound historical and social significance. This paper explores its cultural value, dissemination patterns, and future development strategies. Findings indicate that its transmission has expanded from traditional family inheritance and folk practices to digital promotion, cultural creativity, and international outreach. While its spread enhances cultural identity and heritage preservation, challenges such as declining craftsmanship, commercialization, and digital limitations persist. To ensure its sustainable development, this paper proposes enhancing digital communication, fostering cultural and creative integration, strengthening academic research, and expanding international exchanges, thereby revitalizing Yunnan Jia Ma in contemporary society.</p>
7088 11:20-11:25	<p>Cultural signs in the Guangdong dance drama <i>Awakening Lion</i> <i>Wandong Yu Nataporn Rattanachaiwong*</i> Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, Thailand *3647869@qq.com</p> <p>Abstract</p> <p>This paper takes the semiotic theory as the framework and the Guangdong dance drama <i>Awakening Lion</i> as research. It explores the forms of cultural signs and the mechanisms behind the generation of their meanings, aiming to interpret the cross-media expression logic of the living inheritance of intangible cultural heritage. Through interviews and observations, qualitative research was conducted to reveal the characteristics of image, sound, and body signs, while also presenting the types of cultural signs. From the perspective of semiotics, suggestions are put forward to strengthen the relationship between signs and intertextual design. On the level of practical creation, it offers strategies such as improving creative mechanisms and fostering interdisciplinary collaboration. The research indicates that the cultural signs of Guangdong dance drama embody regional culture, serving as a bridge between tradition and modernity, as well as between local and global contexts. Looking forward, Guangdong dance drama should preserve its unique characteristics while innovating and developing, to enhance its cultural influence.</p>

ID	Title / Author's name / Abstract
7090 11:25-11:30	<p>Research on Elderly-Friendly Smart Bathroom Space Design in China</p> <p><i>Chaohan Yu Shu-Fen Chou*</i></p> <p>Dhurakij Pundit University</p> <p>Zxj2186@163.com</p> <p>Abstract</p> <p>By the end of 2023, the proportion of China's population aged 60 and above will reach 21.1%, yet the supporting facilities catering to the elderly are insufficient. This study addresses the home bathroom safety needs of the elderly population and explores the design of intelligent, age-friendly bathroom spaces, focusing on safety and comfort. Through literature review, case studies, and the application of modern materials science, it integrates smart bathroom products, ergonomics, and age-friendly design concepts to conduct specialized designs targeting the pain points of the elderly. By utilizing smart devices, it aims to improve the quality of life for the elderly. The research discusses the reasonable application of smart technologies in bathroom spaces to promote the age-friendly renovation of home bathrooms. Against the backdrop of an intensifying aging population, this study combines smart bathroom technology to provide practical references for coping with the wave of aging, with the goal of enhancing the quality of life for the elderly and allowing them to enjoy the benefits of social development.</p>
7094 11:30-11:35	<p>Research on the Three-Dimensional Representation Design of the Chinese</p> <p>Wahuang Pavilion Architecture</p> <p><i>Meiling Chang Shu-Fen Chou *</i></p> <p>Dhurakij Pundit University</p> <p>512100580@qq.com</p> <p>Abstract</p> <p>As an integral component of our cultural legacy, the primary objective of this scholarly investigation is to delve into the utilization of three-dimensional animation technology within the context of the digital preservation and dissemination of architectural structures. Through the meticulous process of data fusion, proposed a "technical restoration - artistic activation - functional expansion" presentation framework. The scope of our research encompasses a variety of innovative approaches, including the creation of dynamic disassembly animations that vividly reveal the ingenuity of traditional construction techniques, the design of narrative scenes that effectively showcase the harmonious interplay between architectural design and cultural significance, and the implementation of illusory special effects that aim to immerse the audience in the rich tapestry of Nuwa culture. Three-dimensional animation technology serves not only as a tool for documenting the physical forms of ancient edifices but also as a catalyst for reawakening the cultural essence embedded within them. This research not only offers a novel methodology for the digital safeguarding of our heritage but also furnishes technical expertise that contributes to the establishment of a cultural memory repository. The outcomes of this study are poised to make a significant contribution to the field of cultural heritage conservation, paving the way for innovative strategies in the preservation and revitalization of our historical and cultural assets.</p>

ID	Title / Author's name / Abstract
<p>7096 11:35-11:40</p>	<p>Research on Cultural and Creative Product Design Based on Hainan Li Brocade Cultural</p> <p>Zihao Ye Shu-Fen Chou* ¹ Dhurakij Pundit University 199879687@qq.com</p> <p>Abstract</p> <p>As the most representative intangible cultural heritage of Hainan, Hainan Li brocade has a long history and profound cultural connotations, with rich and diverse pattern designs, containing the totem worship, aesthetic concepts and cultural heritage of the Li people. This paper takes Hainan Li brocade pattern as the research object, combines the methods of literature research, field investigation and Practical method, collects and combs the relevant information of Hainan Li brocade pattern, and analyzes its application potential in modern cultural and creative product design. The study focuses on the diversity of characteristics, cultural symbols, and the value of Li brocade patterns in cultural and creative industries, and further elaborates on how to integrate Li brocade patterns into the design of cultural and creative products through modern design methods, and to promote their cultural dissemination and industrialization in Hainan International Tourism Island. By systematically combing and analyzing the Li brocade patterns, this paper aims to explore the new applications of Li brocade culture in contemporary society, promote its innovation and inheritance, and provide ideas for the protection and redesign of related non-heritage culture.</p>
<p>7098 11:40-11:45</p>	<p>A Study on Material Selection and Sustainability of Installation Art Based on Ecological Awareness</p> <p>Xiong Yao Dhurakij Pundit University 66130342@dpu.ac.th</p> <p>Abstract</p> <p>With the increasingly severe ecological and environmental issues, installation art, as a significant form of contemporary art, has gradually assumed the social responsibility of conveying ecological awareness and promoting sustainable development. From the perspective of ecological and environmental protection, this paper explores the ecological and sustainable aspects of material selection in installation art, focusing on the application of eco-friendly materials in artistic creation. By analyzing the classification and characteristics of renewable, biodegradable, and low-carbon materials, this study summarizes how these materials enhance the environmental value and social significance of artworks. The research finds that reasonable material selection not only reduces the environmental burden but also strengthens the artistic quality and audience interaction of the works. Installation art holds great potential in advancing ecological protection and raising environmental awareness. Future practices should emphasize green art creation while promoting the popularization and innovation of ecological materials. The findings of this study provide practical pathways for installation artists to apply sustainable development principles and offer theoretical guidance for design practices in related fields.</p>

ID	Title / Author's name / Abstract
<p>7104 11:45-11:50</p>	<p>Design Research on Smart Home for Single Women from the Perspective of Hierarchy of Needs <i>Songqin Cao* Shu-Fen Chou</i> Dhurakij Pundit University Hezi56@qq.com</p> <p>Abstract</p> <p>According to the 2023 China Statistical Yearbook, data from the 2022 national household registration sampling indicates that single-person households account for approximately 16.77% of the total. The phenomenon of young individuals living alone is becoming increasingly prevalent. By 2030, the estimated number of individuals living alone in China is projected to reach between 150 million and 200 million. categorizing residential needs based on Hierarchy of Needs theory to design Intelligent living spaces that utilize smart home technologies to optimize living environments. Employing literature review and case analysis, methods this paper discusses the contemporary social context, features of single apartments, and residential spaces, analyzing current status and challenges. This research aims to provide useful insights for the living arrangements of solo-living women and to encourage further progress in the related fields.</p>
<p>7110 11:50-11:55</p>	<p>Research on the Artistic Application of Traditional Protein Printing Technology and Digital Imaging <i>Kaifeng Sun Shu -Fen Chou*</i> Chinese International College, DhurakijPundit University 770100969@qq.com</p> <p>Abstract</p> <p>As an important component of traditional image art, protein printing technology still holds a place in contemporary image art creation with its unique tone and texture. The combination of protein impression technology and digital imaging art not only injects a "modern" atmosphere into traditional imaging technology, but also opens up new creative spaces for digital imaging art. In the process of integrating the two, protein impression technology not only retains its unique artistic value, but also endows it with new creative motivation and practical significance. The conclusion is that the cross-border integration of protein impression technology and digital imaging art contains extremely broad creative prospects. This integration has important practical guidance significance for the transformation of traditional art forms towards modernization and the diversified development of digital imaging, opening up new prospects and directions for artistic creation.</p>

ID	Title / Author's name / Abstract
<p>7115 11:55-12:00</p>	<p>Research on the visual image design of village brands from the perspective of rural revitalization: Taking the Hakka area in southern Jiangxi as an example</p> <p><i>Danfeng Zeng</i> Dhurakij Pundit University 1397205918@qq.com</p> <p>Abstract</p> <p>As an important development policy of China in the new era, the rural revitalization strategy is committed to realizing the modernization of agriculture and rural areas and promoting the comprehensive improvement of rural economy and culture. As a key factor in shaping local characteristics and promoting the development of cultural industries, the brand visual image design of villages is gradually becoming an important part of the implementation of the rural revitalization strategy. The rich natural and Kejia cultural resources in Ganzhou City, Jiangxi Province provide possibilities for its unique local brand. However, how to effectively integrate these cultural elements in brand visual design has become a key path to promote local revitalization. Based on this, this paper selects villages in the Hakka area of southern Jiangxi as the research object, and explores how to study the brand visual design of villages in this region from multiple dimensions such as brand logo, color, font design and all-media promotion, on the basis of inheriting and carrying forward regional culture.</p>
<p>7117 12:00-12:05</p>	<p>Research on the design of Shandong Dezhou cuisine cultural and creative products under the background of cultural and tourism integration</p> <p><i>Xiaochuan Gao Shu-Fen Chou*</i> Dhurakij Pundit University 1264136987@qq.com</p> <p>Abstract</p> <p>This study focuses on the design of cultural and creative products of Dezhou cuisine in Shandong Province under the background of cultural and tourism integration, and transforms Dezhou cuisine culture into cultural and creative products by means of artistic design. As an important city in Shandong Province, Dezhou has rich historical culture and unique cuisine traditions, such as Dezhou fried chicken, plain old tofu, Xiajin Daliu noodles, etc. these delicacies are not only representatives of local culture, but also important tourism resources to attract tourists. However, at present, the presentation of Dezhou cuisine in tourism products is more traditional, lacking artistic design expression and interactive experience, and failing to give full play to its potential value in cultural and tourism integration. In this study, the food culture and tourism experience are combined to design cultural and creative products with cultural significance and visual appeal to enhance the participation and cultural identity of tourists. The innovation of this study lies in the design transformation of regional food culture, achieving the balance of artistic and practical exploration. This design can not only enhance the cultural experience of tourists, but also promote the inheritance of local culture and economic development, and provide reference for the cultural and tourism integration design of other small and medium-sized cities.</p>

ID	Title / Author's name / Abstract
<p>7118 12:05-12:10</p>	<p>Research on Tableware Brand Design Based on the Painted Pottery Art of Tai'an Dawenkou <i>Yue Yang* Shu-Fen Chou*</i> Chinese International College, Dhurakij Pundit University *626016025@qq.com</p> <p>Abstract</p> <p>The painted pottery of Dawenkou in Tai'an stands out among various painted pottery with its rich shapes, diverse forms and unique colors. It not only conforms to the modern people's aesthetic trend of formal beauty, but also has its own unique national cultural connotation. This article will combine the painted pottery of Dawenkou in Tai'an with modern brand image design. Starting from the development overview of the painted pottery of Dawenkou, it will analyze and extract from the three dimensions of patterns, shapes and colors, and systematically analyze its artistic features. By combining the practical case of "Wen Yun" tableware brand image design, it will explore the application of the painted pottery of Dawenkou in modern brand image design, and strive to design a brand image that not only meets the aesthetic needs of the world, but also has Chinese national characteristics, making it have strong recognition and influence in the international community.</p>
<p>7127 12:10-12:15</p>	<p>Research on the Design of Jewelry Brand Image Based on the Intangible Cultural Heritage Art of Weifang Kites <i>Lu Zhang Shu-fen Chou*</i> Dhurakij Pundit University 351792435@qq.com</p> <p>Abstract</p> <p>Shandong Weifang, also known as the "Kite Capital," boasts a long history of kite-making craftsmanship characterized by meticulous material selection, elegant shapes, and vivid imagery that reflects its unique style and distinctive regional artistic features. Weifang kites are not merely handicrafts or folk art but also serve as carriers of intangible cultural heritage and materialized symbols of human spiritual civilization. This study focuses on the design elements of Weifang kites and their application in jewelry brand development. Through literature review addressing the shortcomings in current jewelry branding practices and research on contemporary jewelry industry characteristics, it elaborates on the creative approach for the "Weiyuan" jewelry brand design. By exploring and analyzing the intangible cultural heritage and visual artistic elements of Weifang kites, traditional artistic components are extracted and transformed through modern design methodologies. These elements are then applied to the "Weiyuan" jewelry brand design practice. Strategic recommendations are proposed regarding visual identity, elemental design, and application design, aiming to explore innovative pathways for integrating Weifang kite culture into jewelry brand development.</p>

ID	Title / Author's name / Abstract
<p>7140 12:15-12:20</p>	<p>The Construction and Artistic Expression of Peony Cultural Symbol in Contemporary Chinese Oil Painting Mengjun Sun Dawei Li Chinese International College, Dhurakij Pundit University sunmengjun712@gmail.com</p> <p>Abstract</p> <p>This study explores how traditional peony symbols can be expressed in Chinese oil paintings. The aim is to achieve a dialogue between traditional culture and contemporary oil paintings through the analysis of peony cultural symbols and Chinese oil paintings. As a symbol of traditional Chinese culture, peonies convey the meanings of wealth and prosperity. In contemporary oil paintings, they not only carry the essence of traditional culture but also reflect new implications given by the contemporary era. This study explores how contemporary oil painting art can integrate the connotations of traditional peony culture and deconstruct the symbolic symbols of traditional culture. Combining traditional peony cultural symbols with contemporary oil paintings makes their artistic forms more prominent in cross-cultural characteristics. This not only enriches the connotation and expression form of artworks but also helps traditional culture regain new vitality, better adapt to social development, promote cultural exchanges, and enable more young people to understand and love traditional peony cultural symbols.</p>

Session 18

13:30-15:50

Theme: Education (Facebook)

Session Chair: *Dr. Quan Su*

Affiliation: Chinese International College, Dhurakij Pundit University

ID	Title / Author's name / Abstract
7036 13:30-13:35	<p>Research on the relationship between family support and learning behavior of Chinese students in Thailand</p> <p><i>Tianrun Zu</i> Dhurakij Pundit University tianrunsky@gmail.com</p> <p>Abstract</p> <p>Based on the theory of social support and learning behavior, this study explores the relationship between family support and learning behavior of Chinese students in Thailand. A total of 274 Chinese students from two universities in Thailand were collected through questionnaire survey. The study found that the emotional support of the students' families had the most significant impact on learning persistence, while the information support from their families helped students improve their self-regulation ability. The analysis results show that there is a significant positive correlation between family support and learning behavior, especially emotional care and academic guidance, which can promote students' learning engagement and cultural adaptation better than direct economic support. In addition, gender and age factors have certain differences in the perception of family support and learning behavior. This study not only provides empirical support for international students' cross-cultural adaptation, but also provides practical enlightenment for families, schools and education policy makers, which helps to improve the academic success and psychological adaptability of international students.</p>
7053 13:35-13:40	<p>The Influence of Chinese University Students' Attitudes Towards Physical Education Courses on Learning Outcomes: The Mediating Role of Course Satisfaction</p> <p><i>Chen Jiang*</i> <i>Xiaoying Chen</i> Dhurakij Pundit University *812624100@qq.com</p> <p>Abstract</p> <p>This study explores the impact of Chinese university students' learning attitudes in physical education courses on learning outcomes, as well as the mediating role of course satisfaction. The subjects of this study are Chinese university students, and a convenience sampling method was used. Online questionnaires were distributed through familiar physical education teachers in their contact groups with students. A total of 500 online questionnaires were distributed, with 489 valid responses, resulting in an effective response rate of 97.8%. The results of the study are as follows: Chinese university students' learning attitudes in physical education courses have a significant positive impact on learning outcomes; course satisfaction plays a significant mediating role between learning attitudes and learning outcomes.</p>

ID	Title / Author's name / Abstract
<p>7054 13:40-13:45</p>	<p>The Impact of Digital Media Usage on Dance Art Creativity Among Chinese Dance Major University Students: The Mediating Role of Innovative Self-Efficacy</p> <p><i>Xiaoying Chen</i>^{1,2*} <i>Chen Jiang</i>^{1,2}</p> <p>^{1*}Dhurakij Pundit University; ²Ningxia Institute of Science and Technology 2429493798@qq.com</p> <p>Abstract</p> <p>This study explores the impact of digital media use on artistic creativity among Chinese university dance majors, as well as the mediating role of innovative self-efficacy. The study targets Chinese dance majors and employs a convenience sampling method. A total of 300 questionnaires were distributed, with 285 returned. After eliminating 15 invalid responses, the final valid response rate was 95%. The findings indicate that digital media use has a significant positive effect on artistic creativity among Chinese university dance majors. Additionally, innovative self-efficacy plays a significant mediating role between digital media use and artistic creativity in this population.</p>
<p>7057 13:45-13:50</p>	<p>The Impact of Extracurricular Activities Participation and Social Anxiety Among College Students in Fujian, China</p> <p><i>Qingrun Chen</i>^{1*} <i>FeiFei Chen</i>² <i>Zhiwen Feng</i>³</p> <p>^{1, 2, 3}Dhurakij Pundit University; ¹Chengyi College, Jimei University; ² Ningbo University, ³ College of Arts and Sciences Kunming 395101946@qq.com</p> <p>Abstract</p> <p>This study takes college students in Fujian Province as the research subjects to explore the impact of extracurricular activity participation on social anxiety. Data from 513 students in two undergraduate universities in Xiamen were collected through a questionnaire survey. The research results show that: (1) There are significant differences in extracurricular activity participation and social anxiety among students of different genders and grades. (2) Extracurricular activity participation has a significant negative impact on social anxiety. It is suggested that universities enrich the forms of extracurricular activities, attach importance to the cultivation of psychological capital, and carry out targeted social skills training. The limitation of this study lies in the fact that the sample is limited to two universities in Xiamen. In the future, the research area and variable types can be expanded, and a mixed method can be used to deepen the exploration of the mechanism.</p>

ID	Title / Author's name / Abstract
<p>7065 13:50-13:55</p>	<p>The Impact of Entrepreneurial Competence on Entrepreneurial Intention of Vocational College Students in Shaanxi, China Haolong Wang Dhurakij Pundit University; Shaanxi Railway Engineering College 253671300@qq.com</p> <p>Abstract</p> <p>This study is based on the social cognitive theory and aims to explore the relationship between the entrepreneurial competence and entrepreneurial intention of students in higher vocational colleges in Shaanxi Province, China, under different background variables, with the sense of social support as a moderating variable. This study adopted the convenience sampling method and conducted a questionnaire survey using the Entrepreneurial Competence Scale, the Entrepreneurial Intention Scale, and the Sense of Social Support Scale. Taking students from three higher vocational colleges in Shaanxi Province, China as the research objects, a total of 677 valid formal questionnaires were collected. The research results show that male students' entrepreneurial competence, entrepreneurial intention, and sense of social support are significantly higher than those of female students; entrepreneurial competence has a significantly positive impact on entrepreneurial intention; and the sense of social support plays a significantly positive moderating role in the relationship between entrepreneurial competence and entrepreneurial intention.</p>
<p>7067 13:55-14:00</p>	<p>The Influence of Mindfulness on Professional Identity among Nursing Major Students in Higher Vocational Colleges in Shandong Province China Qianqian Liu^{1,2} Quan Su^{1*} ¹ Dhurakij Pundit University; ² Binzhou Polytechnic 502642943@qq.com</p> <p>Abstract</p> <p>Mindfulness is one of the important factors affecting the professional identity of Chinese higher vocational students. The purpose of this study is to explore the influence mindfulness on the professional identity of nursing students in higher vocational colleges in Shandong Province, China, under different background variables, with the social cognitive theory as the theoretical basis, to establish a research model. The students of nursing major in two vocational colleges in Shandong Province, China, were taken as the research object, and a questionnaire survey was by using a convenient sampling method. A total of 120 pre-test questionnaires were issued, and 115 questionnaires were actually recovered. Based the normal distribution of statistics, 4 invalid questionnaires were eliminated, and 111 valid questionnaires were valid. It is expected to issue 400 questionnaires. The expected research results are: mindfulness is significantly positively correlated with professional identity.</p>

ID	Title / Author's name / Abstract
<p>7068 14:00-14:05</p>	<p>The influence of school climate perception on high school students' mental toughness in rural Hebei Province, China</p> <p><i>Yongshun Dang</i></p> <p>Dhurakij Pundit University; Zhengzhou No.1 high-school d87665@126.com</p> <p>Abstract</p> <p>Based on the current situation of academic emotion education management of rural high school students, this paper adopts a mixed research method to carry out an empirical study through the Adolescent Mental toughness Scale, School Climate Questionnaire and Adolescent Academic Emotion Questionnaire. The results show that school climate as an independent variable significantly affects students' academic mood and mental toughness, and positive school climate can enhance academic mood and mental toughness; Academic emotion, as a mediating variable, plays a bridging role between school climate and mental toughness. Positive emotion enhances resilience, while negative emotion weakens it. As a dependent variable, mental toughness reflects the individual's ability to cope with adversity, and students with high toughness are better able to cope with academic pressure. In addition, demographic background, as a control variable, has a differential effect on mental toughness. The study provides empirical evidence for optimizing the management of academic emotion education in rural high schools, and suggests strengthening policy implementation, improving teachers' literacy, creating a positive school atmosphere and strengthening home-school cooperation.</p>
<p>7069 14:05-14:10</p>	<p>The Impact of Research Stressors on Research Innovation Behaviors of Graduate Students: The Moderating Role of Academic Passion</p> <p><i>Qiong Wang</i></p> <p>Chinese International College, Dhurakij Pundit University 594170374@qq.com</p> <p>Abstract</p> <p>This study summarized and analyzed relevant literature and clarified the internal relationship between scientific research stressors, scientific research innovation behaviors and academic passion based on social cognitive theory. Then, referring to previous research results, this study designed a questionnaire for the three variables and distributed the questionnaire to graduate students in Sichuan Province, China. Finally, this study analyzed the 383 valid questionnaires collected and reached the following conclusions: (1) There was a negative correlation between scientific research stress and scientific research innovation behaviors among graduate students in Sichuan Province, China. (2) Academic passion of graduate students in Sichuan Province, China had a negative moderating effect between scientific research stressors and scientific research innovation behaviors.</p>

ID	Title / Author's name / Abstract
<p>7077 14:10-14:15</p>	<p>The Impact of Generative Artificial Intelligence on University Students' Innovation Capability: A Study Based on SOLEs</p> <p><i>Jingwen Cheng</i></p> <p>Dhurakij Pundit University; Zhuhai College of Science and Technology hecheng98@foxmail.com</p> <p>Abstract</p> <p>With the widespread application of Generative Artificial Intelligence (Generative AI) in education, its impact on students' innovation capabilities has attracted academic attention. This study, based on the theoretical framework of Self-Organized Learning Environments (SOLEs), employs qualitative research methods to conduct semi-structured interviews with 12 university students experienced in using Generative AI. The aim is to reveal the dynamic mechanisms through which AI influences innovation capabilities via the mediating role of SOLEs. The findings indicate: (1) AI significantly stimulates students' divergent thinking by leveraging its open knowledge base and diverse content generation, thereby lowering the threshold for innovation (A08; A10; Lodge et al., 2023); (2) AI's dynamic feedback and resource integration functions facilitate knowledge gap-filling, yet require integration with critical thinking to avoid over-reliance (A05; Mitra & Dangwal, 2017); (3) AI's "knowledge bridging" mechanism promotes interdisciplinary integration, enhancing comprehensive innovation capabilities through recommendations of multi-domain solutions (A12; Zhu et al., 2025). However, the convenience of AI may undermine original thinking (A10) and pose risks to academic integrity (Williams, 2023). The study recommends that universities restructure the "teacher-machine-student" triadic pedagogical model by designing critical thinking tasks, establishing interdisciplinary platforms, and regulating AI usage boundaries. Future research should expand sample diversity and quantitatively validate long-term effects. This study provides theoretical and practical insights into the integration of AI and education.</p>

ID	Title / Author's name / Abstract
<p>7085 14:15-14:20</p>	<p>The Impact of Parental Involvement on Students' Academic Performance in Primary Schools in Shandong Province, China Xiyue Yin^{1*} Hsin-Chang Yu² ^{1,2*}Dhurakij Pundit University; ¹Juxian Fifth Experimental Primary School yinxiyue100@163.com</p> <p>Abstract</p> <p>This study, based on a questionnaire survey, aims to examine whether the hypothesized relationships exist among parental involvement, parenting efficacy, and students' academic achievement at the primary school level. Additionally, students' gender and household registration status are considered as background variables. The survey was conducted among parents of primary school students in Shandong Province, China. In this study, parental involvement is the independent variable, students' academic achievement is the dependent variable, and parenting efficacy serves as the mediating variable. A regression analysis was employed to examine these relationships. The study seeks to enhance primary school students' academic achievement, support national talent development, and promote students' personal growth and development. A total of 350 questionnaires were distributed, and 311 valid responses were collected. The findings reveal that parental involvement has a significant positive impact on students' academic achievement in primary schools in Shandong Province, China. Additionally, parenting efficacy has a significant positive impact on students' academic achievement, and parental involvement has a significant positive impact on parenting efficacy. Furthermore, parenting efficacy plays a significant mediating role in the relationship between parental involvement and students' academic achievement.</p>
<p>7164 14:20-14:25</p>	<p>The Impact of Generative Artificial Intelligence on University Students' Innovation Capability: A Study Based on SOLEs Jingwen Cheng Dhurakij Pundit University, Zhuhai College of Science and Technology hecheng98@foxmail.com</p> <p>Abstract</p> <p>With the growing use of Generative AI in education, its impact on students' innovation capabilities has gained attention. Grounded in the Self-Organized Learning Environments (SOLEs) framework, this qualitative study conducted semi-structured interviews with 12 university students experienced in using Generative AI. The findings reveal that AI: (1) enhances divergent thinking through open knowledge access and diverse content generation; (2) supports knowledge gap-filling via dynamic feedback but requires critical thinking to avoid over-reliance; and (3) promotes interdisciplinary innovation through "knowledge bridging." However, AI's convenience may hinder original thinking and pose risks to academic integrity. The study suggests restructuring the "teacher-machine-student" model, incorporating critical thinking tasks, and setting boundaries for AI use. It offers insights for integrating AI into education and highlights directions for future research.</p>

ID	Title / Author's name / Abstract
<p>7089 14:25-14:30</p>	<p>Research on the Implementation of Convergence Management Policy for International Students in China: A Case Study of Anhui University A</p> <p><i>Jun Zheng*</i></p> <p>Dhurakij Pundit University; Anhui Science and Technology University 454091723@qq.com</p> <p>Abstract</p> <p>Convergent management is a core measure to enhance the quality of international student education in China, with policy support serving as a crucial factor influencing its implementation. This paper conducts a case study on the execution of convergent management policies for international students at Anhui University A through face-to-face interviews and questionnaire surveys. The research indicates that while certain achievements have been made in implementing convergent management policies—evidenced by growing institutional emphasis, standardized teaching practices, and optimized student services—significant challenges persist. These include inefficient interdepartmental communication, insufficient language instruction and academic support leading to suboptimal teaching quality, and pronounced cultural adaptation issues among international students. To address these concerns, the study proposes measures such as refining management mechanisms, strengthening cultural integration education, optimizing language teaching systems, establishing scientific evaluation frameworks, and enhancing faculty capacity building.</p>
<p>7100 14:30-14:35</p>	<p>The influence of family education style on professional values in Ningxia, China</p> <p><i>Xiaomeng Wang^{1*} Hsin-Chang Yu² FeiFei Chen³</i> ^{1, 2, 3}Dhurakij Pundit University; ³ Ningbo University *492428883@qq.com</p> <p>Abstract</p> <p>This study aims to explore the relationship between China Ningxia college students' family education and professional values, three college students in Ningxia as the research object, with family education scale, professional values scale as measuring tools, to 524 college students, 581 questionnaires, 498 valid questionnaires. Using SPSS software, the following conclusions are drawn: College students' family parenting style has a significant positive impact on professional values. The research suggests that families should reduce excessive protection, create a positive parenting environment, schools should strengthen career planning education, and promote home-school cooperation to cultivate correct professional values. The innovation of this study is to focus on the university groups in the less developed areas of northwest China, make up for the limitations of the regions and objects of the existing research, and provide theoretical basis and practical reference for the career guidance of college students.</p>

ID	Title / Author's name / Abstract
<p>7102 14:35-14:40</p>	<p>The Influence of Basic Psychological Needs on Self-Directed Learning Ability Among Adult Correspondence Students in Fujian, China <i>Sihan Cai</i> Dhurakij Pundit University 375098546@qq.com</p> <p>Abstract</p> <p>This study is based on self-determination theory and takes adult higher correspondence education students from a university in Fujian Province as the research objects. Through questionnaire survey, it explores the influence of basic psychological needs on self-directed learning ability and the differences in background variables (age, marital status, and presence of children). The literature review section reviewed the relevant theories of self-directed learning ability and basic psychological needs, and pointed out that basic psychological needs may enhance learners' motivation, thereby improving their self-directed learning ability. The research results show that age and the presence or absence of children have a significant impact on self-directed learning ability; Basic psychological needs have a significant positive impact on self-directed learning ability. The research suggests that in the future, sample diversity should be expanded and cultural variables should be included to deepen the conclusions.</p>
<p>7111 14:40-14:45</p>	<p>The impact of employment anxiety on self-directed learning ability among vocational nursing students in Shandong Province, China <i>Xiao Wu^{1,2} Qianqian Liu² Quan Su^{1*}</i> ¹ Dhurakij Pundit University; ² Binzhou Polytechnic wuxiaomh@163.com</p> <p>Abstract</p> <p>With the implementation of the policy of expanding enrollment in higher vocational education, nursing students have experienced significant employment anxiety due to increased employment pressure. This study used the College Student Employment Anxiety Scale and the Self directed Learning Ability Scale to explore the impact of employment anxiety on the self-directed learning ability of nursing students in vocational colleges in Shandong Province, China. 402 valid questionnaires were collected from vocational colleges in Shandong Province, China. After independent sample t-test, analysis of variance, correlation analysis, and regression analysis, the results showed that vocational nursing students of different genders and grades had significant differences in employment anxiety and self-learning ability; The employment anxiety level of nursing students in vocational colleges in Shandong, China has a significant negative impact on their ability to learn independently. The results provide empirical evidence for the implementation of hierarchical psychological intervention and career planning education for vocational nursing students.</p>

ID	Title / Author's name / Abstract
<p>7123 14:45-14:50</p>	<p>The Influence of Perceived Positive Humor Leadership on College Students' Creativity Lingge Chen Jianhao Huang* Shujian Yin China International College Dhurakij Pundit University *jianhao.hua@dpu.ac.th</p> <p>Abstract</p> <p>Based on leadership theory, this study examines a theoretical model linking university students' perceived positive humor leadership to creativity. A survey of 644 university students from two Chinese universities reveals that perceived positive humor leadership positively influences students' creativity, consistent with prior literature and the study's initial hypotheses. The theoretical and practical implications of these findings are discussed.</p>
<p>7138 14:50-14:55</p>	<p>Research on the Impact of Artificial Intelligence on Higher Education Teaching Models Huixing Wen^{1*} Bin Wang² Ke Zhang³ Ying Jin⁴ ^{1, 3, 4}Dhurakij Pundit University; ²Hainan Vocational College of Politics and Law *599295253@qq.com</p> <p>Abstract</p> <p>Driven by national policies, Chinese universities are actively promoting intelligent teaching reform. The national strategy applies AI technology to the construction of education informatization in order to promote interdisciplinary integration and sharing of educational resources, and achieve the goal of education modernization. Colleges and universities are actively responding to the national call to combine online and offline teaching modes with virtual simulation technology, a move that has achieved remarkable results. However, artificial intelligence (AI) technology has also brought problems such as technological dependence, digital divide, and data security in the process of empowering education, which may affect the independence of teachers and students, exacerbate the inequality of resources, and raise ethical risks. In the future reform of university teaching, it is necessary to focus on students' mental health, actively carry out cross-cultural and interdisciplinary cooperation, and jointly build a global collaborative innovation network. Through these initiatives to promote the development of university teaching mode in the direction of intelligence and diversification, in order to lay a solid foundation for the cultivation of high-quality talents to meet the needs of the times.</p>

ID	Title / Author's name / Abstract
<p>7139 14:55-15:00</p>	<p>Disparities in Access to Online Educational Resources Among Students from Diverse Socioeconomic Status in the Digital Age Bin Wang^{1*} Huixing Wen² Ke Zhang³ Ying Jin⁴ ^{1, 3, 4}Dhurakij Pundit University; ²Hainan Vocational College of Politics and Law [*]791840955@qq.com</p> <p>Abstract</p> <p>This paper explores the inequality in access to online education resources among students from different socioeconomic backgrounds in the digital era, pointing out that with the rapid popularization of digital technology, the Internet and mobile devices have greatly enriched education resources, but factors such as family income, level of regional development, and parents' education level have made obvious differences in hardware equipment, network conditions and digital literacy among students. Families with better economic conditions can not only provide their children with dedicated and high-performance equipment and stable and high-speed networks, but also improve their digital skills through systematic training and subscribe to high-quality paid-platform resources to enjoy more professional and interactive teaching services; whereas low-income families face the problems of equipment sharing, unstable networks and insufficient digital usage skills, and can only rely on free or low-cost resources, resulting in limited learning effects. The imbalance of information infrastructure construction between urban and rural areas and regions further exacerbates the gap between teachers' online teaching ability and students' interactive experience, which ultimately leads to a significant divergence in academic performance and future career competitiveness. In this regard, the article suggests accelerating the construction of digital infrastructures, improving funding policies for disadvantaged groups, upgrading teachers' digital competence, and realizing the equal distribution of online education resources through collaborative governance among the government, schools, and the society, thus promoting educational equity and social progress.</p>
<p>7158 15:00-15:05</p>	<p>The Impact of Vocational Identity on Self-Directed Learning Ability among Nursing Students in Sichuan Province, China Yanan Wang Dhurakij Pundit University 616301426@qq.com</p> <p>Abstract</p> <p>This study investigates the impact of vocational identity on the self-learning ability of nursing students in higher vocational colleges in Sichuan Province, China, with a particular focus on the mediating role of academic self-efficacy. A total of nursing students from various higher vocational institutions were selected as research participants. The study utilized three standardized instruments: the Vocational Identity Scale for Nursing Students, the Self-Learning Ability Assessment Scale for Nursing Students, and the Academic Self-Efficacy Scale. The findings revealed that both vocational identity and academic self-efficacy had significant positive effects on self-learning ability. Additionally, vocational identity significantly predicted academic self-efficacy. Moreover, academic self-efficacy was found to mediate the relationship between vocational identity and self-learning ability, suggesting that students with stronger vocational identity tend to have higher academic self-efficacy, which in turn enhances their ability for self-directed learning.</p>

ID	Title / Author's name / Abstract
<p>7160 15:05-15:10</p>	<p>The Influence of Physical Exercise Habits on Competitive Awareness of Junior Middle School Students in Fujian Province, China: The Mediational Role of Self-Enhancement <i>Yeyang Liu</i> Chinese International College, Dhurakij Pundit University 1315764723@qq.com</p> <p>Abstract</p> <p>This study focuses on junior high school students in Fujian Province, China, investigating the relationship between physical exercise habits and competitive awareness, as well as the mediating role of self-enhancement. Through an online survey, a total of 592 questionnaires were collected from three different types of junior high schools in Fujian Province, China. After data analysis, the following results were obtained: 1. Physical exercise habits of junior high school students in Fujian Province positively influence their competitive awareness; 2. Physical exercise habits of junior high school students in Fujian Province positively influence their self-enhancement; 3. Self-enhancement of junior high school students in Fujian Province positively influences their competitive awareness; 4. Self-enhancement of junior high school students in Fujian Province mediates the relationship between their physical exercise habits and competitive awareness.</p>
<p>7070 15:10-15:15</p>	<p>Research on the Cultivation of Cross-cultural Communication Competence of English Majors in Colleges and Universities Based on Quantitative Analysis <i>Xueting Wang</i> Dhurakij Pundit University, Chongqing Metropolitan College of Science and Technology 429373233@qq.com</p> <p>Abstract</p> <p>The aim of this study is to explore the influencing factors and training models of cross-cultural communication skills among English majors in universities. Conduct a survey on the dimensions and related influencing factors of cross-cultural communication competence among English major students through methods such as questionnaire surveys and mathematical statistics. Using statistical tools to analyze the effects of independent variables (personal traits, teaching methods, cultural environment) on the dependent variable (intercultural communication ability), as well as the transmission mechanism of mediating variables (language application ability, cultural understanding depth). The results indicate that various influencing factors have a significant impact on the cross-cultural communication ability of English major students. Schools and teachers should establish a systematic training model to comprehensively enhance students' cross-cultural communication ability by improving their personal cross-cultural awareness, optimizing teaching and evaluation systems, and creating a multicultural environment.</p>

ID	Title / Author's name / Abstract
<p>7064 15:15-15:20</p>	<p>The Dilemma and Implementation Strategies of Digital Teaching in Continuing Education of Colleges and Universities in Guangdong Province Guanjun Chen^{1*} Ke Zhang² Ying Jin³ ^{1, 2, 3}Dhurakij Pundit University, ¹Guangzhou Huanan Business College 87052404@qq.com Abstract</p> <p>This study takes the continuing education of colleges and universities in Guangdong Province as the research object, and adopts methods such as literature research, case analysis, questionnaire survey, and in-depth interviews to systematically explore its development predicaments and solutions. The research aims to reveal the core issues of current continuing education in colleges and universities, propose a path of characteristic development, and provide a basis for policy-making. Through interviews with the management personnel of six continuing education colleges and quantitative analysis of 300 questionnaires, it is found that the main predicaments include ambiguous positioning, homogeneous courses, insufficient faculty, and management loopholes. The study proposes strategies such as clarifying the educational positioning, deepening school-enterprise cooperation, and building a digital platform. The results show that a characteristic curriculum system and personalized services are the keys to improving the quality of continuing education. This research provides theoretical and practical guidance for the high-quality development of continuing education in colleges and universities.</p>
<p>7142 15:20-15:25</p>	<p>On the Current Situation Analysis and Mitigation Strategies Study of Primary and Secondary School Teachers' Burden in China Yang Lu Chinese International College, Boren University; Wanxi Primary School in Xiangxi Prefecture, Hunan, China 276582101@qq.com Abstract</p> <p>The problem of overburden of primary and secondary school teachers has always been a difficult problem to be solved in the field of education, which not only affects the physical and mental health and professional development of teachers, but also restricts the improvement of education and teaching quality. This paper deeply analyzes the current situation of the burden of primary and secondary school teachers, discusses the causes of teacher burden, and puts forward a strategy to alleviate the excessive burden of primary and secondary school teachers, that is, the government should do a good job in top-level design and strengthen guidance and supervision; Schools should change their management concepts and improve their leadership skills; The society should pay attention to the guidance of public opinion and provide social support; Parents should improve their rational understanding and participate in governance; Teachers should strengthen self-regulation and improve self-efficacy.</p>

ID	Title / Author's name / Abstract
<p>7134 15:25-15:30</p>	<p>Rural primary school teachers in northwest China perceived organization support Effects on role stressors <i>Jun Yin</i> Dhurakij Pundit University 331861947@qq.com</p> <p>Abstract</p> <p>This paper focuses on the role dilemmas of general teachers in rural primary schools in S province. By means of questionnaire survey and interview, it deeply analyzes the specific dilemmas that general teachers face in their post-service development, including role conflict, role ambiguity, role load and role distance. This study uses role theory and social support theory to explore the causes and influencing factors of the dilemma, such as insufficient policy support, excessive social expectations, school environment restrictions and individual ability differences. Based on this, this paper puts forward targeted solutions, aiming at strengthening the policy instrumental support, strengthening the material support of resources, enhancing the professional environment support and improving the object initiative support, so as to promote the professional development of general subject teachers and the improvement of the quality of rural education.</p>
<p>7151 15:30-15:35</p>	<p>The Impact of Teacher Support on Students' Digital Literacy in Vocational Colleges of Hainan Province, China <i>Yubin Li^{1*} Ke Zhang² Bo Zhang³</i> ^{1, 2}Dhurakij Pundit University ³ Hainan Vocational College of Political science and Law *385189488@qq.com</p> <p>Abstract</p> <p>With the acceleration of digital transformation, digital literacy has become a critical indicator of students' competitiveness. Based on Self-Determination Theory (SDT), this study investigates the impact of teacher support (learning, emotional, and competence support) on students' digital literacy (seven dimensions including information search, evaluation, storage, communication, etc.) through a questionnaire survey at two vocational colleges in Hainan Province. Results indicate that teacher support significantly enhances digital literacy, with notable gender and grade differences. The findings provide empirical insights for policy-making in higher vocational education.</p>

ID	Title / Author's name / Abstract
<p>7075 15:35-15:40</p>	<p>The Impact of Decent Jobs on Job Engagement of Private Middle School Teachers Xuebo Zi Dhurakij Pundit University zixuebo8@gmail.com</p> <p>Abstract</p> <p>This paper explores the impact of decent work perception on work engagement of private middle school teachers. A questionnaire survey was conducted and the decent work and work engagement scales were used to measure the study. The results showed that decent work was significantly positively correlated with work engagement ($P < 0.01$), and all dimensions of decent work had a positive impact on all dimensions of work engagement. Regression analysis further confirmed that decent work had a significant positive predictive effect on work engagement ($\beta = 0.843$, $p < 0.05$). Values and medical insurance had a greater impact on work engagement, while wages and rest time had a smaller impact. This reveals the importance of improving the perception of decent work for private middle school teachers in promoting their work engagement, and provides empirical support for education management and policy making.</p>
<p>7103 15:40-15:45</p>	<p>A Study on the Mechanism of Reducing Teachers' Turnover Intention by Principals' Transformational Leadership in Secondary and Primary Schools --- Taking Organizational Commitment as the Mediating Variable Kehai Chen* Dhurakij Pundit University; Guangxi Modern Education Journal 9873858@qq.com</p> <p>Abstract</p> <p>Based on the social exchange theory and the conservation of resources theory' this study investigates the influence mechanism through which transformational leadership of primary and secondary school principals affects teachers' intention to leave. A stratified random sampling method was employed to survey 512 teachers from 50 primary and secondary schools nationwide. Structural equation modeling (SEM) and the Bootstrap method were utilized for data analysis. The findings revealed that transformational leadership is significantly and negatively associated with teachers' intention to leave ($\beta = -.41$, $p < .01$), with organizational commitment playing a partial mediating role (the mediation effect accounting for 60.3%). Among the dimensions of transformational leadership, the personalized care dimension exhibited the strongest mediating effect via the emotional commitment pathway ($\beta = -0.29$, accounting for 76.3% of the total mediating effect), whereas the continuous commitment pathway did not reach statistical significance. This research confirms that principals can effectively enhance teachers' emotional and normative commitments by reinforcing transformational leadership behaviors such as personalized care and vision inspiration, thereby reducing their intention to leave.</p>

ID	Title / Author's name / Abstract
<p>7059 15:45-15:50</p>	<p>The Impact of Professional Identity on Teacher Efficacy of Normal Students in Liaoning Province, China <i>Jinshan Li* Man Jiang</i> Dhurakij Pundit University *lijinshan0419@outlook.com</p> <p>Abstract</p> <p>This study aims to investigate the influence of major identity on the sense of teacher efficacy among normal students in Liaoning Province, China, and to develop a research model. The study employed a convenience sampling method, focusing on normal students from four universities in Liaoning Province who had completed their internships. A total of 591 questionnaires were officially collected and subjected to analysis. The results indicated that there was no significant difference in major identity among normal students of different genders in Liaoning Province. However, notable differences were observed in major identity among normal students from various places of origin. No substantial differences were found in teacher efficacy perceptions among students of different genders and places of origin in Liaoning Province. The study concluded that major identity among Liaoning Province normal students has a significant positive impact on their sense of teacher efficacy.</p>