



ASEAN-CHINA
SILVER ECONOMY
DEVELOPMENT RESEARCH
CENTER



RMUTK ISIC
RANGSIT UNIVERSITY
INSTITUTE OF SCIENCE, INNOVATION AND CULTURE

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SOCIAL
INNOVATION
(11th ICSI)

2026 ACSEC ASEAN-CHINA SILVER ECONOMY DEVELOPMENT FORUM

April 26–30, 2026 | Bangkok • Thailand

PARALLEL SESSION-GROUP 2

April 27, 2026, 14:00-17:00

ONLINE

ZOOM link:

<https://us02web.zoom.us/j/84368006078?pwd=0QaaFazYdQ26csTsTa4DFv8rqjcpz3.1>

Meeting ID: 843 6800 6078

Passcode: 785947

MODERATORS:

Dr. Surachai Traiwannakij

Time	Title	Presenters
14:00 - 14:15	THE EFFECT OF PARTICIPATORY BUDGETING ON BUDGET PERFORMANCE WITH PUBLIC TRUST AND TRANSFORMATIONAL LEADERSHIP AS MODERATORS (STUDY IN BOJONEGORO REGENCY)	Anifaturrokhmah¹, Dian Anita Nuswantara² <i>^{1,2}Universitas Negeri Surabaya</i>
14:16 - 14:30	THE INFLUENCE OF COMPANY CHARACTERISTICS ON TAX AVOIDANCE: THE ROLE OF GENDER DIVERSITY AS A MODERATING VARIABLE	Ana Intan Arung Samudra Mulyani¹, Dian Anita Nuswantara² <i>^{1,2}Surabaya State University</i>
14:31 - 14:45	THE EFFECT OF WORKLOAD, WORK STRESS, AND REWARDS ON EMPLOYEE PERFORMANCE IN THE PRODUCTION DIVISION OF CV. PANGAN BERKAH SENTOSA JOMBANG	M. Zidane Firmansyah¹, Jovi Iristian², Aris Setiawan³, Gisti Riza Adistie⁴ , <i>^{1) 2)}Faculty of Economics and Business, Dr. Soetomo University, Surabaya, Indonesia</i>
14:46 - 15:00	THE EFFECT OF WORK-LIFE BALANCE AND WORKLOAD ON EMPLOYEE PERFORMANCE WITH MODERATION OF TRANSFORMATIONAL LEADERSHIP STYLE ON EMPLOYEES IN THE DISEASE PREVENTION AND CONTROL FIELD OF THE SURABAYA CITY HEALTH SERVICE	Maya Cristinawatie¹, Bambang Raditya Purnomo², Wandy Joudy Iroth³ <i>^{1,2,3)}Faculty of Economics and Business, Dr. Soetomo University, Surabaya, Indonesia</i>

Time	Title	Presenters
15:01 – 15:15	ANALYSIS OF SUSTAINABLE PRODUCTS THROUGH MEDIATION BETWEEN PERCEIVED VALUE AND GREEN BRANDING, ECO-INNOVATION, AND ENVIRONMENTAL CONCERN FACTORS FOR CONSUMER LOYALTY	Sutarmin¹, Sugiyanto², Wiwik Budiarti³, Dinda Winarni⁴ <i>¹²³⁴Universitas Dr. Soetomo Surabaya</i>
15:16 – 15:30	SEXUAL HEALTH AND CRIME PREVENTION AMONG THE SILVER-HAIRED POPULATION: A CASE STUDY OF A SOUTHWEST P. R. CHINESE	Jiacheng ZHONG <i>ISIC, RMUTK</i>
15:31 – 15:45	DIGITAL SOCIAL INNOVATION AND INCLUSIVE GROWTH IN RURAL COMMUNITIES IN SOUTH ASIA: A CRITICAL STUDY	Dr. Ramesh Kumar^{1*}, Dr. Anand Pawar², Dr. Raj Kumar Verma³ and Rohit Kumar Verma⁴
15:46 – 16:00	IMPORTANCE OF ESTABLISHING FARM-TO-TABLE CONCEPT HOTELS IN SRI LANKA	Nivean Wickramarathna¹ & Ann Fernando² <i>¹Department of Archaeology, University of Kelaniya, Sri Lanka ²Department of Social Statistics, University of Kelaniya, Sri Lanka</i>

PARALLEL SESSION-GROUP 3

April 27, 2026, 14:00-17:00

ONLINE

ZOOM link:

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Meeting ID: 843 6800 6078

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MODERATORs:

Assoc. Prof. Dr. Tassanee Laknapichon

Time	Title	Presenters
14:00 - 14:15	FACTORS INFLUENCING PRIMARY SCHOOL STUDENTS' CHINESE LANGUAGE ACHIEVEMENT: A STUDY USING ECOLOGICAL SYSTEMS THEORY	Huanghuang Zeng, Sri Suryanti <i>RMUTK-ISIC</i>
14:16 - 14:30	STUDY ON THE IMPACT OF DIGITAL LIFE PAINTING EDUCATION ON PRESCHOOL CHILDREN'S COGNITIVE DEVELOPMENT IN TONGREN, GUIZHOU PROVINCE, CHINA	Jiali Li, Clinton Chidiebere Anyanwu <i>RMUTK-ISIC</i>
14:31 - 14:45	SIX FACTORS AFFECTING THE ADVERSITY QUOTIENT OF STUDENTS AT GUIZHOU WATER CONSERVANCY VOCATIONAL COLLEGE	Kaiqin Hu, Panjanat Vorawattanachai <i>RMUTK-ISIC</i>
14:46 - 15:00	EMPIRICAL RESEARCH ON THE CULTIVATION OF INNOVATIVE CAPACITY AMONG ACADEMIC MASTER'S STUDENTS IN EDUCATION	Lei Li, Sri Suryanti <i>RMUTK-ISIC</i>
15:01 - 15:15	THE ROLE OF TEACHERS' PROFESSIONAL SKILLS IN ENHANCING STUDENTS' LEARNING MOTIVATION AND PERFORMANCE IN MUSIC EDUCATION: AN EMPIRICAL STUDY IN GUIZHOU, CHINA	Linhao YANG, Saifon Songsiengchai <i>RMUTK-ISIC</i>
15:16 - 15:30	THE FLEXIBLE MANAGEMENT STRATEGY AND PRACTICAL EFFECT IN COLLEGE STUDENT MANAGEMENT	Liping Wang, Sansanee <i>RMUTK-ISIC</i>
15:31 - 15:45	THE INFLUENCE OF BLENDED LEARNING TO PERSONALIZED LEARNING IN CHINESE LANGUAGE OF MIDDLE SCHOOL STUDENTS AT SICHUAN PROVINCE, CHINA	Sha LUO, Saifon Songsiengchai <i>RMUTK-ISIC</i>
15:46 - 16:00	THE INFLUENCE OF PARENTS' PARTICIPATION AND LEARNING MOTIVATION ON LEARNING ENGAGEMENT OF SECOND-YEAR ART AND DESIGN STUDENTS AT YUNNAN TEXTILE VOCATIONAL	Xinyue HU, Saifon Songsiengchai <i>RMUTK-ISIC</i>

16:00 – 16:15	DEVELOPING CHINESE LANGUAGE LEARNING ACHIEVEMENT THROUGH STUDY HABITS CULTIVATION IN ELEMENTARY STUDENTS	Yin YuWei, Nadda Angsuwotai <i>RMUTK-ISIC</i>
16:16 – 16:30	ENHANCEMENT OF STUDENTS' INNOVATION AND CRITICAL THINKING SKILLS THROUGH INQUIRY-BASED TEACHING: A CASE STUDY OF THIRD-YEAR MARKETING MAJORS AT GUIZHOU UNIVERSITY	Zifen Wu, Nur Fauziyah <i>RMUTK-ISIC</i>
16:31 – 16:45	A STUDY ON THE INFLUENCE OF PROFESSIONAL TUTORING TEACHERS' TUTORING SELF-EFFICACY ON WORK STRESS	Yingchong Gong, Nur Fauziyah <i>RMUTK-ISIC</i>
16:46 – 17:00	REVISITING MAITREYA BELIEF IN THE SICHUAN BASIN: TEMPLE AFFILIATION, RITUAL TRANSFORMATION, AND THE MAKING OF DEVOTIONAL COMMUNITIES IN MODERN CHINA	Lin XIAO, Chompoo Gotiram <i>RMUTK-ISIC</i>

PARALLEL SESSION-GROUP 4

April 27, 2026, 14:00-17:00

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MODERATORS:

Assoc. Prof. Dr. Daranee Pimchangthong

Time	Title	Presenters
14:00 - 14:15	THE IMPACT OF INNOVATION CULTURE AND LEADERSHIP STYLE ON EMPLOYEE WORK PERFORMANCE FOR TMALL EMPLOYEES	Chen Le, Nitipon Putachote <i>RMUTK-ISIC</i>
14:16 - 14:30	THE FACTORS INFLUENCING CONSUMER PURCHASE DECISION IN PU-ERH TEA IN YUNNAN PROVINCE, CHINA	Qian Tang, Nitipon Putachot <i>RMUTK-ISIC</i>
14:31 - 14:45	RESEARCH ON THE UPGRADE PATH OF CULTURAL TOURISM AND HEALTH CARE INDUSTRY IN BEIJING'S ECOLOGICAL CONSERVATION AREAS ——A CASE STUDY OF MIYUN DISTRICT, BEIJING	Song Huayu, Fan Wenjing School of Economics and Management, Beijing Institute of Graphic Communication, Beijing 102600, China; Jinghe Institute of Culture and Tourism, Beijing 100024, China
14:46 - 15:00	A COMPARATIVE STUDY ON THE POLICY SYSTEMS OF CHINA AND ASEAN MEMBER STATES IN RESPONDING TO POPULATION AGING	Wang Qing, Fan WenJing Economics and Management School Beijing Institute of Graphic Communication, Jinghe Institute of Culture and Tourism
15:01 - 15:15	HOW POPULATION AGEING RESHAPES EAST-SOUTHEAST ASIA VALUE CHAINS: AN MRIO STRUCTURAL DECOMPOSITION OF VALUE-ADDED TRANSMISSION	Hangyu Du, Haimeng Liu Institute of Geographic Sciences and Natural Resources Research, Chinese Academy of Sciences, Beijing 100101, PR China
15:16 - 15:30	HEALTH NEEDS, INSTITUTIONAL ARRANGEMENTS, AND SOCIAL SUPPORT: A MULTIDIMENSIONAL STUDY OF HEALTHCARE UTILIZATION AMONG OLDER ADULTS—EVIDENCE FROM CHARLS	Fan Wang Faculty of Social Sciences and Humanities, Mahidol University, Nakhon Pathom, Thailand, 73170
15:31 - 15:45	EVERYDAY RITUALS AND EMOTIONAL RESILIENCE: FOLK CULTURAL PRACTICES AND MENTAL WELL-BEING AMONG URBAN CHINESE YOUNG-OLD ADULTS	Guo Xihang <i>RMUTK-ISIC</i>
15:46 - 16:00	MULTI-OBJECTIVE OPTIMIZATION DESIGN OF DIABETIC INSOLES WITH 3D RE-ENTRANT HONEYCOMB STRUCTURE BASED ON KRIGING MODEL AND MOPSO ALGORITHM	Xinglong LI <i>RMUTK-ISIC</i>

16:00 – 16:15	THE APPLICATION AND PROSPECTS OF BREATHING RHYTHM INTERVENTIONS IN THE MANAGEMENT OF ANXIETY IN OLDER ADULTS: LOW-COST, SUSTAINABLE CARE STRATEGIES IN THE CONTEXT OF AGING IN ASEAN AND CHINA	Li Xuerui Master of Arts in Communication Arts, Bangkokthonburi University
16:16 – 16:30	THE INFLUENCE OF ENTREPRENEURSHIP EDUCATION AND EMOTIONAL ABILITY ON THE ENTREPRENEURIAL INTENTION OF HIGH VOCATIONAL COLLEGE STUDENTS IN YUNNAN PROVINCE	Guobei Jiang¹, Wannaporn Siripala^{2*} <i>RMUTK-ISIC</i>
16:31 – 16:45	THE IMPACT OF BLENDED LEARNING ON THE LEARNING OUTCOMES OF ART MAJORS AT UNIVERSITIES IN YUNNAN PROVINCE	Junyu Hu¹, Wannaporn Siripala <i>RMUTK-ISIC</i>
16:46 – 17:00	THE INFLUENCE OF STUDENT PERCEPTION OF LEARNING MOTIVATION AND SELF- EFFICACY ON SKILLS, ATTITUDE AND ABILITY IN YUNNAN ECONOMICS, TRADE AND FOREIGN AFFAIRS COLLEGE	Mengjiao Han¹, Wannaporn Siripala <i>RMUTK-ISIC</i>

PARALLEL SESSION-GROUP 5

April 27, 2026, 14:00-17:00

ONLINE

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Meeting ID: 843 6800 6078

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MODERATORS:

Asst. Prof. Dr. Saifon Songsienchai

Time	Title	Presenters
14:00 - 14:15	EFFECTS OF FLIPPED CLASSROOM ON ACADEMIC ACHIEVEMENT AND LEARNING SATISFACTION IN IDEOLOGICAL AND POLITICAL COURSES AT YUNNAN VOCATIONAL COLLEGE OF MECHANICAL AND ELECTRICAL TECHNOLOGY	Ying Lin¹, Wannaporn Siripala <i>RMUTK-ISIC</i>
14:16 - 14:30	FROM "SURFACE-LEVEL WELLNESS" TO "CHRONIC CARE INTEGRATION": RESTRUCTURING HEALTH TOURISM IN SELECTED ASEAN DESTINATIONS FOR CHINA'S SILVER TRAVEL MARKET	WEN Yu, WANG Yajuan
14:31 - 14:45	THE EFFECT OF THE THEORY OF PLANNED BEHAVIOR AND DESTINATION IMAGE ON CHINESE TOURISTS' DECISION-MAKING IN CHOOSING GUIZHOU AS AN ECOTOURISM DESTINATION	Yun Li¹, Pharatt Run^{2*} <i>RMUTK-ISIC</i>
14:46 - 15:00	RESEARCH ON THE PARTICIPATION PROCESS OF INTERGENERATIONAL TOURISM AND THE MECHANISM OF HAPPINESS OF THE ELDERLY GROUP: AN EXPLORATION BASED ON GROUNDED THEORY	Zhang Yaruo¹, Fan Wenjing²
15:01 – 15:15	MODEL CONSTRUCTION AND OPTIMIZATION PATHWAYS FOR CULTURAL INDUSTRY INTERVENTION IN SILVER TOURISM NEW SCENARIOS	Ran Qi¹, Shiting Ma², Feng Qi³
15:16 – 15:30	MECHANISMS OF INSUFFICIENT CONSUMPTION CONVERSION AMONG OLDER ADULTS AND ACTIVATION PATHS IN THE CONTEXT OF THE SILVER ECONOMY	Lin Shi, Kejin Liu Faculty of Social Sciences and Humanities, Mahidol University, Nakhon Pathom, Thailand, 73170
15:31 – 15:45	A STUDY ON CROSS-BORDER FINANCIAL COOPERATION MECHANISMS FOR ELDERLY CARE BETWEEN CHINA AND ASEAN	Gan zhiPing, Lin RuiFang, Chen HuanHui
15:46 – 16:00	DIGITAL SOCIAL INNOVATION AND INCLUSIVE GROWTH IN RURAL	Dr. Ramesh Kumar^{1*}, Dr. Anand Pawar², Dr. Raj Kumar Verma³ and Rohit Kumar Verma⁴

	COMMUNITIES IN SOUTH ASIA: A CRITICAL STUDY	¹ Lovely Professional University, Phagwara, Kapurthala, Punjab, India
16:00 – 16:15	UNLOCKING THE SILVER ECONOMY WITH CARE	Jasbir Chawla Master of Arts in Communication Arts, Bangkok, Thammasat University