

**ICSM 2021 Conference
Presentation Schedule**

Keynote Speaker

April 27th Tuesday

Paper No.	Chair	Presenter	Title
K -1 10:50~11:40	Dr. Christine Lin	Professor. Dr. Sajal Kabiraj (Finland)	Future of work: Stories from Finland.
K -2 11:40~ 12:20	Dr. Christine Lin	Professor. Dr. Tariq H. Malik (Singapore)	Progress in Arts and Humanities and Socio-Economic Welfare of Nations
K -3 14:00~14:50	Assoc. Prof. Dr. Cheng Kang Chen	Professor. Dr. Takaaki Kato (Japan)	Sharing Experience by Residents of Past Disaster Sites: Earthquake and Tsunami in Japan
K -4 14:50~15:40	Assist. Prof. Dr. Wei Chen	Dr. Jian Yao (China)	Application of Stable Isotope Technique in Tracing the Origin of Gelatin Production
K -5 16:00~16:50	Dr. Wong Min Wong	Professor. Dr. Soo Hee Lee (UK)	Culture Sustainability in the Age of Uncertainty
K -6 16:50~17:40	Assist. Prof. Dr. An Jin Hsien	Professor. Dr. Luca Cacciolatti (UK)	The Growth of Start-ups with a Social Mission: A Search for Investment Rounds or Sustainability?

Session Presenter

A1 Music and Dance April 28th Wednesday 10:00~11:30

Session Chair Assoc. Prof. Dr. Cheng Kang Chen

Paper No.	Presenter	Title
A -1	H.Q. Quan	Analysis of the Effectiveness of Standard and Pleasant Piano Teaching
A -2	Z. Y. Wan	Reflection and Innovative Teaching of “Music Education and Aesthetics” in the Postmodern, Globalization and Pandemic Context.
A 3	J. Li	Commodification of Pinoy House Band Industry: Artists, Music and Audience
A -4	V.H.	Enhancing High School Students’ Music Content Knowledge

	Sang	and Self- Efficacy through Game-Based Learning
A -5	S.L. Gai	On the Feasibility of Special Music Events from the Perspective of National Music
A -6	H. Li	Practical Research on Vocal Music Teaching Mode of Music

B1 Physical Education April 28th Wednesday 10:00~11:30

Session Chair: Assis. Prof. Dr. Kuo Tong Shi

Paper No.	Presenter	Title
B -1	H.X. Zhou;	Study on the Influence of Various Types of Taijiquan on Senior Citizens Based on STROOP Color-Word Test
B -2	R.Y. Xu	An analysis on the Cultivation Strategy of Innovative Talents in Colleges and Universities based on the Academy System.
B -3	Y. Xu	The Relationship between Body Image and Sports Behavior: Taking the Public Sports Students of Nanchang University in Jiangxi as an Example
B -4	M.C. Gao	A Study on the Relationship between College Students' Original Family Environment and Parental Rearing Patterns.
B -5	Y.W. Guo	Study on the Characteristics and Prevention Strategies of Injury Accidents of Chinese Young Athletes – Statistical Analysis based on 68 Civil Judgement Documents
B -6	W.W. Yuan	A Study of the Perception of Coaching Leadership Behavior of Tennis Players on the Perception of Competence: Take the Tennis Players in Nanchang, Jiangxi, China as an Example

C1 Media Art April 28th Wednesday 10:00~11:30

Session Chair : Dr. Christine Lin

Paper No.	Presenter	Title
C-1	B. Yang	A study on the Music and Dance Art of Oroqen Nationality under the Shaman Culture——from the Perspective of the Documentary Text
C-2	Y.C. Lin	Responsibility without Power? The Fourth Estate in Neoliberal Era
C-3	J. Qiu	A Study on Improving the University Press Spokesperson System and Creating Public Opinion Environment in China with a Documentary Analysis Approach.
C-4	Y.W. Li	The Role of New Media in the Teaching of Communication under the Integration of Media.

C-5	J.L. Liu	New media teaching form based on the improvement of college students' self-efficacy
C-6	F. Tong	The Temporal and Spatial Bias of Information Flow on New Media Platforms of COVID-19 Pandemic.

D1 Enterprise Management April 28th Wednesday 10:00~11:30

Session Chair: Assist. Prof. Dr. Wong Ming Wong

Paper No.	Authors	Title
D-1	N. Tamkaew	Consumer Behavior of Starbucks Coffee Shops in Bangkok
D-2	Y. Li	Study on leisure constraints of medical and nursing staff in Nanchang
D-3	C. Nunualvuttiwong	Brand Personality Affecting the Purchase Decision : A Case Study of Thai Viet Jet Brand.
D-4	L. J. Wu	Analysis of Jingdong Stock Investmen Strategy
D-5	I. Duangthip	Strategic planning to gain an advantage in the coffee shop business with unpackaged products
D-6	P. Treechai	Developing Warehouse Employee Performance by Applying the Principles of 7R Logistics

E1 Art and Literature April 28th Wednesday 10:00~11:30

Session Chair : Assist. Prof. Dr. Wei Chen

Paper No.	Presenter	Title
E-1	J.Q. Guo	Research on Digital Media Art Teaching Mode based on Maker Education Concept - Taking Shanxi Communication University as an Example.
E-2	Y.S. Liou	The Danger and Self-defense Presented in Marianne Moor's Poetry: An Approach of Said's Orientalism
E-3	X. Gao	Discussion on How to Improve the Teaching Efficacy of Chinese University Teachers from the Perspective of Information Leadership
E-4	J. Li	Lyric Poetry and Existential Music: The Possibility of Expressing Existentialism Thoughts Through Music
E-5	W. Wang	Promoting the Sustainable Development of China's Art Colleges and Universities with Innovative Strategies: Taking Shanxi Media University as an Example
E-6	J. Li	The Influence of Design Thinking Teaching Mode on Shaanxi's College Students' Innovation Ability

F1 Engineering Management April 28th Wednesday 10:00~11:30

Session Chair : Assoc. Prof. Dr. Bo-Yi Liao

Paper No.	Presenter	Title
F -1	B.Y. Liao	Using Coulomb Stress Changes and Seismic Spectrum Intensities to Evaluate the Seismic Hazards of Potential Meishan Earthquake in Central Taiwan
F-2	X.Y. Wen	Fault-Handling Strategies and Methods Based on Fault Characteristics of Large-scale Thermal Power in Production Process
F-3	E. Wu	The Dwellings Spatial form of Traditional Village based on the Tunpu-culture in the Minority Area the Case Study of Longli Village
F-4	R. S. Huang	Research on the Strategic Management of Enterprise about the Public Institution in China
F-5	Y. Z. Wang	Image Encryption Algorithm based on Chaos Theory and DNA Coding for PACS System
F-6	F. Gao	Clean Energy Promotes Sustainable Development And Innovation In The Power Sector

G1 Education Management April 28th Wednesday 10:00~11:30

Session Chair : Assist. Prof. Dr. Johnson Hsie

Paper No.	<u>Presente</u>	Title
G-1	W. X. Jiang	Exploring the Mechanisms Influencing the Occupational Well-being of Early Childhood Teachers--A Qualitative Study Based on the JD-R Model
G -2	S.Y. Guo	An Empirical Study on the Group Differences of Professional Mission of University Tachers under the Background of Sustainable Development
G -3	S.F. Xiao	An Analysis of the Factors Influencing Children's Willingness to Continue to Parti cipate in Extra Curricular Learning – from the Perspective of Par ents
G -4	Z. Wang	Research on the Optimization Design of University Network Teaching System based on VR Technology
G -5	J.Q. Yang	Explore the Influence of Multiple Intelligences on Creativity through Instructional Leadership and Learning Style
G -6	C.T. Hsin	Research on Principal Leadership Styles , Teachers' Professional Learning Community and Teachers' Teaching

		Effectiveness
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H1 Public Administration April 28th Wednesday 10:00~11:30

Session Chair : Assist. Prof. Dr. Ming-Hsun Hsie

Paper No.	Authors	Title
H-1	C.W. Yang	Opportunities, Challenges and Countermeasures of China-Thailand Cross-border E-commerce Cooperation under the Background of "Belt and Road Initiative"
H-2	Y. Zhang	Reflections On the Construction of Urban Pet Animals Protection System in China
H-3	K. Ngamcharoenmongkhon	A Leadership 4.0 Model for School Administrators in Thailand
H-4	Z.M. Li	Organizational Value and Organizational Commitment on Post 90s in China: From the Generation Gap
H-5	Y. Zhang	The Importance and Practical Significance of Transformational Leadership for BPR of University of China
H6	Y.X.Tan	About Minors Dynamic Systematic Thinking Patterns for Sustainable Development

I1 Public Health April 28th Wednesday 10:00~11:30

Session Chair : Dr. Shih-Pin Lee

Paper No.	Authors	Title
I-1	X. Lin	Clinical Efficacy of Psychological Intervention Combined with Drugs in the Treatment of Type III Prostatitis
I-2	W. M. Wong	Staying at Home or Moving to a Retirement Community after COVID-19
I-3	X. Zheng	A Study on the College Students' Employment Psychological Problems and Countermeasures in the Regular Prevention and Control of COVID-19 --From the Perspective of Positive Psychology
I-4	T. Zhang	Research on Pension Service System in Small Towns Based on PPP Mode.
I-5	D. R. Lin	Helping Children with Social Emotional and Behavioral Difficulties in Play and Art Therapy – The Aspect of Parent and Therapist Working Together

I-6	D. R. Lin	The Gentle Whisper in Art Therapy – The Support of Breast Cancer Survivors’ Emotions and Spirituality in the Hospital in Hong Kong
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A2 Music & Dance April 28th Wednesday 14:00~15:30

Session Chair : Assoc. Prof. Dr. Cheng Kang Chen

Paper No.	Presenter	Title
A -7	X.R. Zhang	Sustainable management of music education
A -8	J. Li	Value Creation Model in Popular Music Consumer Behavior
A -9	M. Jiang	Investigation and Reflection on Gender Difference in Vocal Music Instruction
A -10	J. Li	An Ethnographical Study on the Commodification of Pinoy House Band System: Musicians, Agent and Critics
A -11	D.R. Lin	Research on Improving the Emotion and Social Relationship with Elderly with Dementia in Expressive Arts Therapy
A -12	J. Li	The Cause Behind the Prosperity of Pinoy House Band Industry: an Ethnographic Study

B2 Physical Education April 28th Wednesday 14:00~15:30

Session Chair : Assis. Prof. Dr. Kuo Tong Shi

Paper No.	Presenter	Title
B -7	M. Q. Cheng	Research on Application of Sports APP in Physical Education Teaching in Colleges and Universities
B -8	G. Chen	An Investigation of the Current Situation of Gender Education in Bangkok General Secondary Schools
B -9	H. Li	Research on the Talent Training Model of Outcome-Based Education in Vocational College
B -10	X. Bai	The significance and enlightenment of western religious mythology for moral education in primary and secondary school ---Taking the case of Christian story Paradise and Hell

B -11	N. Zhao	The Development of Internationalization at Home in Higher Education
B12	Y.J. Huo	Research on the Responsibility Benefits and Interpersonal Relationships of Personal and Social Responsibility Teaching (TPSR)-A Case Study of Students Majoring in Public Sports in Nanchang University, Jiangxi Province

C2 Media Art April 28th Wednesday 14:00~15:30

Session Chair : Dr. Christine Lin

Paper No.	Authors	Title
C-7	T. Yu	Exploration on Application of Graphic Creativity in Infographic Design
C-8	Y.-C. Lin	News, Advertisement, and Public Relations in a Neoliberal Context
C-9	Y.W. Zhao	The Necessity of Comparative Study on the Training Mode of Advertising Talents between China and Thailand
C-10	Q. Guo	Feminization of Journalism
C-11	J. Li	The Commodification of Music: Social Media and the Market.
C12	W. Wu	A Study on the Influence of Awe on Diversification of Consumer Behavior from the Perspective of Sino-Thai Cultural Difference

D2 Enterprise Management April 28th Wednesday 14:00~15:30

Session Chair : Dr. Chao Lung Lien

Paper No.	Authors	Title
D-7	K. Li	Study on the Construction of Talent Echelon in Furniture Manufacturing Enterprise.
D-8	L Wang	Study on Risk Analysis and Countermeasures Based on the COSO Internal Control Framework -Case study of S Private College
D-9	Z.Y. Duan	Research on the Foreign-related Commercial Arbitration Mechanism in China
D-10	G.Q. Zhang	An Empirical Study on the R&D Capability of Entrepreneurship-oriented Enterprises Based on the Mediating Effect of Industry-University Collaboration
D-11	H.H. Yu	Research on the R&D efficiency based on the three-stage DEA index——Taking the high-tech industry as an example
D-12	R. Bao	Analysis on the Performance Appraisal of Human

		Resources in Grass-roots Government
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E2 Art & Literature April 28th Wednesday 14:00~15:30

Session Chair : Assist Prof. Dr. Wei Chen

Paper No.	Presenter	Title
E -7	D. R. Lin	Early Intervention of Home Education and Art Therapy to a Child with Autistic Spectrum Disorder in the UK- The Perspective of Parent and Art Therapist Working Together
E-8	W.J. Guo	I read Ma Yuan's "Elegant Gathering in the Western Garden
E-9	J. Li	Tandang Sora :a Nationalist Legacy in the Philippines
E-10	J. Li	An Examination of the Feasibility of Instituting a Philippine Digital Audio Library: a Case Study of UP Center for Ethnomusicology(UPCE)
E-11	J. Li	Transforming Force And National Consciousness: the Music in Philippines
E-12	D.R. Lin	Art Therapy for a Visually Impaired Student with Traumatized Experience and Recovering Journey

F2 Engineering Management April 28th Wednesday 14:00~15:30

Session Chair : Assist. Prof. Dr. Ho Hsiang Lin

Paper No.	Presenter	Title
F -7	Y.F. He	Strength performance Test of Permeable Concrete
F-8	H.C. Huang	Analysis of Energy Saving and Consumption Reduction Technology in IOT Control System
F-9	J.B. Shi	Research on the Sustainable Development of Design Basic Courses in the 5G Era: To Design Basic Courses Design color as an example
F-10	M. Wan	Research on the Application of New Media Teaching Method in College Student Cadre's Cultivation
F-11	X.C. Zhang	Credit Risk measurement of Credit Bonds of Chinese Listed Companies Based on KMV model
F-12	S.F. Xiao	Research on Influencing Factors of Continuous Use Intention of Online Education APPS

G2 Education Management April 28th Wednesday 14:00~15:30

Session Chair : Assist. Prof. Dr. Chun-Te, Hsin

Paper	Presenter	Title
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No.		
G-7	F.J. Qi	A Study on the Influence of “Shadow Education” about the Students' Achievements Moderated by the Parents' Expectations in China
G -8	L. G. Li	Globalization, Neo-liberalism, and Academic Capitalism of Higher Education
G -9	Y.Y. Chen	On Demotivation of College Students in English Learning and its Coping Strategy
G -10	L.R. Zhou	A Study on the Autonomous Learning and Sustainable Development of non-English Majors College English in the Network-based Environment
G -11	X. Bai	Problems and Development Strategies of Academic Power and Administrative Power in Colleges and Universities
G -12	H. Huang	The Study of Applied Talents Training Based on QFD Model.

H2 Public Administration April 28th Wednesday 14:00~15:30

Session Chair : Assist. Prof. Ming Hsun Hsieh

Paper No.	Presenter	Title
H-7	C.W. Yang	Study on Strategy and Decision-making in the context of Novel Coronavirus Epidemic
H -8	J. Zhang	The Influence of Gaoyao's Thought of Rule of Law on Chinese Law Culture
H -9	S. Gao	The Multidimensional Deconstruction of Discrimination in the Elderly Public Sports Service
H -10	W. Guo	The new era under the view of the rule of law to change the name of criminals
H -11	K. Tu	Research on the Influencing Factors and Bilateral Commodity Trade of China-ASEAN Based on Gravity Model
H -12	J. Li	Cybercrime in the Philippines: :a Case Study of National Security

I2 Public Health April 28th Wednesday 14:00~15:30

Session Chair : Dr. Shih-Pin Lee

Paper No.	Presenter	Title
I-7	N. Wangnirattisai	Clinical Outcomes of Implementation of the Network for Taking Care of Patients Receiving Warfarin among

		Sawanpracharak Hospital and Community Hospital
I-8	N. Munsakorn	Retaining Vocabulary in a long term memory through etymology
I-9	H.H. Yu	EVA Valuation Analysis – Example for The Pien Tze Huang Company Limited
I-10	X.L. Liao	The effect of chronotype on adolescents' anxiety: A chain mediation model
I-11	Z. PENG.	Study on Animal Models of Acute Alcoholic Liver Injury in Rats

A3 Music & Dance April 29th Thursday 10:00~11:30

Session Chair : Dr. Jia Li

Paper No.	Presenter	Title
A -13	J. Li	Artist Review : Revisiting Sting-an Under-recognized Existentialist Song Writer
A -14	J. Li	Application of Target Model and Proses Model Theory in Piano Teaching in College and Universities
A -15	J. Li	Ethos of Sexuality in Early Female Blues Singer: Subjectivity through Artistry of Embodiment in American Popular Music
A -16	J. Li	Combined Correlation between Marketing Stimuli and Consumer Behavior in Popular Music Industry
A -17	J. Li	Combined Relationship of Self Identity Variables with Consumer Behavior in Popular Music Industry
A -18	J. Li	Value Creation Model in Popular Music Consumer Behavior

D3 Enterprise Management April 29th Thursday 10:00~11:30

Session Chair : Dr.. Han-Hsing Yu

Paper No.	Authors	Title
D-13	H.H. Yu	Research on Production Efficiency and Ownership Concentration-----Taking Steel Industry and Logistics Industry as Examples
D-14	H.H. Yu	Research on production efficiency and technical efficiency-----Take the liquid industry as an example

D-15	H.H. Yu	A Study on the prediction of ASEANS-PRC trad before and and after the SINO-US trade War.
D-16	H.H. Yu	Predictability of industry momentum portfolio returns
D-17	H.H. Yu	Intermediate Industry Momentum: The Global Evidence
D18	X. Zou	China's National Digital Currency – An Overview of Digital Currency Electronic Payment.

E3 Art & Literature April 29th Thursday 10:00~11:30

Session Chair: Assist. Prof. Dr. Wei Chen

Paper No.	Presenter	Title
E -13	Y. Liu	Study of Ganzhou Hakka plaque culture from the perspective of "theory of contour and spirit" in the Han Dynasty
E-14	W.Y. Wang	Research on the Cultivation of Artistic Creativity of College Art Students Based on the Perspective of Sustainable Management
E-15	B.B. Yu	Analysis on the Countermeasures of Art Education and Students' Sustainable Development in Universities
E-16	J. Zhang	A Comparative Study on Decoration Patterns of Buddhist Monasteries between China and Thailand under the Background of " Belt and Road"
E-17	H.Q. Zhang	The Athletic Harmony of the Creation and Singing Creation of Ancient Chinese Poetry and Songs.
E-18	J. Li	the Existentialism School :a Comparative Study of the Thoughts of Five Key Theorists in Existentialism

F3 Engineering Management April 29th Thursday 10:00~11:30

Session Chair:Dr. Paul Sun

Paper No.	Presenter	Title
F -13	Y.Q. Zhang	Study on Modern Western Religious Architecture in Harbin from Ecological Perspective
F-14	J. Wang	The Effect of Tourist Motivation and Leisure Involvement on the Willingness to Revisit
F-15	Z.L. Lei	Study on the Influence of Urban Landscaping on Residents' Quality of Life

F-16	Z.C. Yun	Data organization design of file system based on NAS secure Private Cloud Network
F-17	Y. M. Fei	Teaching Recognition Platform Auxiliary Teaching Convenience
F-18	Z. Li	Can Block Chain Prosper Cross –Border E-Commerce? – Based on an Empirical Study on ASEAN

G3 Education Management April 29th Thursday 10:00~11:30

Session Chair : Assist. Prof. Dr. Chun-Te, Hsin

Paper No.	Presenter	Title
G-13	X.Y. Wang	A Practical Study of T++ Chinese zither Teaching Method in the Teaching Process
G -14	T.T. Yuan	Explore the Mediation Effects of CQ, Self-Consciousness and Self-Reflection on the Process of Culture Shock to Life
G -15	T.T. Yuan	Implication of Career Theories and Psychological Empowerment on Organizational Commitment
G -16	J. Li	Key Figures in Existentialism: Towards a New Paradigm
G -17	C.T. HSIN	A Study on the Factors and Management Countermeasures of Beginning Middle School Music Teachers Vision.
G18	Q. Cao	The Influence of Wisdom Platform Teaching on Student's Learning Effectiveness in Higher Vocational Colleges.

H3 Public Administration April 29th Thursday 10:00~11:30

Session Chair: Assist. Prof. Ming Hsun Hsieh

Paper No.	Presenter	Title
H-13	J. Li	A Philippine Model for Information Sharing For Effective Revenue Collection through e-Governance
H -14	C.W. Yang	Opportunities, Challenges and Countermeasures of China-Thailand Cross-border E-commerce Cooperation under the Background of "Belt and Road Initiative"
H -15	Y. Zhang	The Importance and Practical Significance of Transformational Leadership for BPR of Universities in China.
H -16	W.W. Huang	The Empirical Study on the Impact of the Construction of Hainan Free Trade Zone on Hainan Tourism Service Trade
H -17	J. Li	Assessment of Free Policy in Public Library System in China: Subject, Criteria and Methodology

H -18	J. Li	Corporate Social Responsibility and the Philippine Gaming Corporation (PAGCOR): The Morality of Vice
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A4 Music & Dance April 29th Thursday 14:00~15:30

Session Chair : Dr. Jia Li

Paper No.	Presenter	Title
A -19	Z.L. Bai	A New Perspective of Teaching the Course of "Piano Minor" for Musicology Majors in Colleges and Universities
A20	J. Chen	Feasibility Study on the Construction of the "Dance Cultural Community" between
A21	J. Li	The Concept of God Contextualizing Religion in a Multicultural Setting in the Philippines
A22	J. Li	A Comparative Study of the Correlation between Christian Values Education and Holistic Child Development As Perceived by Pupils in a Catholic and a Non Sectarian School in Philippines
A23	X. Lei	Thoughts on the integration of Gannan Hakka culture into fine arts education in middle and primary school
A24	Y. Dong	Research on the Application of Service Learning to Promote the Sustainable Development of Students

F4 Engineering Management April 29th Thursday 14:00~15:30

Session Chair : Dr. Paul Sun

Paper No.	Presenter	Title
F -19	C. Chen	Research on the Optimization of Total Quality Management of Housing Construction Projects Based on SERVQUAL Model —— A case study of A university
F-20	L. Zhang	How does Chinese tea go to the world? -- Internationalization Strategy Based on OLS Model
F-21	X. J. Yu	The Case Study on Safety Evaluation System of Electrical Engineering Project
F-22	H. C. Ma	Research on Promoting the Sustainable Development of Green Building through BIM Application
F-23	Q. Liao	Investigation and study on the Protection of Native plants in

		Guangxi under the inheritance of Zhuang Medicine
F-24	H. Jiang	Corporate Performance Pressure, Goodwill and CSR