

Announcement of Paper for Presenting 5

The 2st PSU Trang International Conference on Research across Disciplines 2023

Wednesday 5 April 2023 (Online via zoom)

Session 1 Administration

No.	Code	Papers	Presenter	Institute
1	R 188	The Impact of Human Resource Management and Standardized Management, Enterprise Culture toward Organizational Effectiveness: A Case Study of Furniture Manufacture in Thailand	Miss Yongxing Liang	Graduate School, Bangkok University
2	R 198	Factors Affecting Purchase intention toward mobile shopping application: the roles of perceived ease of use, perceived usefulness, enjoyment, flow, and utilitarian value	Lirui Bu	National Institute of Development Administration
3	R 260	The Acceptance of Mobile Wallet in Klang Valley: Elevate the Digital Payment in Malaysia	Ng Sook Yeum	Graduate School of Business, Universiti Utara Malaysia