

ICA 701: Independent Study Oral Defense Schedule on 2/2017

M. Com. Arts International Program

Date: Tuesday, August 14, 2018

Time: 1.00 – 2.00 p.m.

Room: 981

Advisor: **Assoc. Prof. Dr. Rosechongporn Komolsevin**

Field Specialist: **Asst. Prof. Dr. Pong Wisessang**

Student ID	Name	Time	Title
7590301292	Miss Liang Ying	1.00 – 1.30 p.m.	Gender, Academic Achievement and Communication Apprehension in English Class among Chinese College Students
7590301136	Miss Wu Xinyu	1.30 – 2.00 p.m.	Factors Affecting Popularity of Netease Cloud Music APP

Remarks:

- ✓ Registration: 12.45 p.m. at Room 981

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Date: Tuesday, August 14, 2018

Time: 2.00 – 3.00 p.m.

Room: 981

Advisor: **Asst. Prof. Dr. Pong Wisessang**

Field Specialist: **Assoc. Prof. Dr. Rosechongporn Komolsevin**

Student ID	Name	Time	Title
7580301120	Mr. Sun Yue	2.00 – 2.30 p.m.	The Perception of Chinese Tourist on Thai Culture
7580301542	Miss Xiuzhen Huang	2.30 – 3.00 p.m.	The Portrayal of Romantic Relationships in Chinese Romantic films

Remarks:

- ✓ Registration: 1.45 p.m. at Room 981

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Date: Wednesday, August 15, 2018

Time: 10.00 a.m. – 5.00 p.m.

Room: 983

Advisor: **Asst. Prof. Dr. Pacharaporn Kesaprakorn**

Field Specialist: **Asst. Prof. Dr. Ratanasuda Punnahitanond**

Student ID	Name	Time	Title
7580301641	Miss Luo Cong	10.00-10.30 a.m.	The Relationships among Social Engagement in Official Facebook, University Identification, and their Academic Performance as Perceived by Bangkok University Students
7580301583	Mr. Kunlin Li	10.30-11.00 a.m.	The Relationships among Social Engagement in WeChat, Family Communication Pattern, and Family Satisfaction as Perceived by Chinese Young Adults
7600300748	Miss Gao Yang	11.00-11.30 a.m.	The Relationships among to Chloe Commercial Advertisement, Brand Equity, and Intention to purchase as Perceived by Thai Customers
7600301076	Miss Xuanle Zhu	11.30 -12.00 noon	WeChat Uses and Gratifications for Health Information among Chinese Elderly Users

Remarks:

✓ Registration: 9.45 a.m. at Room 983

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Room: 983

Advisor: **Asst. Prof. Dr. Ratanasuda Punnahitanond**

Field Specialist: **Asst. Prof. Dr. Pacharaporn Kesaparakorn**

Student ID	Name	Time	Title
7590300252	Miss Xue Tang	1.00 – 1.30 p.m.	Electronic Words-of-Mouth in Weibo: A Case Study of Mistime in China.
7590301243	Miss Xiaoqing Chang	1.30 – 2.00 p.m.	Types of WeChat Image-text, Advertising Appeals and Execution Styles in WeChat Official Account Articles: A Case Study of Ananda Condo Brand in Thailand
7600300227	Miss Nguyen Le Phuong Quynh	2.00 – 2.30 p.m.	How does OPPO communicate its Brand Identity to Vietnamese Audiences Via Celebrity Endorsement?

Remarks:

- ✓ Registration: 12.450 a.m. at Room 983