| ลำดับ | รหัสนักศึกษา | ชื่อนักศึกษา             | ชื่อเรื่องคันคว้าอิสระ   |
|-------|--------------|--------------------------|--|
| 1     | 6322021018   | Missyanyan meng          | The impact of service quality, innovation ability and quotation strategy of cultural media companies on the reputation of the organizer: a study on the intermediary effect of the intention to cooperate again                                  |
| 2     | 6322022031   | Mr.LUYUE GAO             | An Empirical Study on the Impact of Sino-Thai Trade on Thailand's Economic Growth  |
| 3     | 6412021030   | Misslanxi Wang           | Research on the impact of work-family conflicts on the job satisfaction of higher vocational teachers  |
| 4     | 6412022010   | MissJIAQI LI             | The Impact of Short Video Marketing on Consumer Brand Loyalty  |
| 5     | 6412022023   | Mrs.QICAI FAN            | The influence of note quality of beauty products "planting grass" on purchase intention from the perspective of UGC  |
| 6     | 6422021018   | Mr.KAIJIE YANG           | Research on users' travel service experience and positive eWOM publicity willingness in the network environment  |
| 7     | 6422021022   | Missyun Ruan             | The influence of service-oriented leadership on hotel employee loyalty: the mediating role of psychological capital  |
| 8     | 6512021006   | MissLIN ZHAO             | The Impact of Economic Pressure and Environmental Awareness on College Students' Purchase Intention of Second-hand Digital Products: An Empirical Study Based on the Theory of Planned Behavior  |
| 9     | 6512021018   | MissHAINA LI             | How does mental accounting affect Generation Z's acceptance of high-premium energy-saving appliances? The mediating role of payment pain and the moderating role of payment methods  |
| 10    | 6522021003   | Mr.PIRANUT BOONMALERT    | A Study on Users' Satisfaction with Generative Artificial Intelligence: From the Perspective of the Technology Acceptance Model  |
| 11    | 6522021005   | MissATIKARN CHAIYANUPONG | The Influence Mechanism of Para-social Interaction with TikTok Streamers on College Students' Impulse Buying: The Mediating Roles of Perceived Enjoyment and Social Presence   |
| 12    | 6522021008   | MissXIN LI               | A study on the influencing mechanism of Chinese consumers' use of environmentally friendly shopping bags: an empirical analysis based on the extended theory of planned behavior   |
| 13    | 6522021009   | MissCHANJUAN WANG        | The factors of career growth and their impact on turnover intention  |
| 14    | 6522022017   | MissYITONG LI            | Study on the impact of ESG performance on firm value in heavily polluting industries :Based on the moderating role of executive incentive  |
| 15    | 6612021001   | MissYING LYU             | Research on the Mechanism of UGC Influencing College Students' Impulsive Willingness to Engage in Special Forces-Style Tourism —— From the Perspective of SOR Theory   |
| 16    | 6612021002   | MissRONG FU              | "How Study Tourism Influences Chinese Adolescents' Willingness to Engage in Rural Volunteering: A Perspective of Emotional Experience"   |
| 17    | 6612021008   | MissYUE NIU              | The Impact of Conspicuous Motivation and Reward Mechanisms on Blind Box Consumption Decisions in the Context of Social Media   |
| 18    | 6612022001   | MissSHAOCHAN QIN         | Study on the influence of professional women's fertility intention on employee turnover behavior under the current "fertility policy" A case study of women of childbearing age in private education and training enterprises in Yunnan Province |
| 19    | 6612022002   | MissJINGLIN LI           | Brief analysis of the factors affecting the willingness to study abroad: A case study of Kunming, Yunnan Province  |

| 20 | 6612022003 | Mr.YAOXIN WAN      | Influence of Hotpot and Dessert Combination on Consumer Behaviour - An Analysis Based on the AIDMA Model   |
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| 21 | 6612022005 | MissSHIYI LIU      | A survey on student satisfaction with guidance services for graduation destinations in private universities in Yunnan Province   |
| 22 | 6612022006 | Mr.SHUNZHONG DUAN  | The Impact of R&D Internationalization of New Energy Vehicle Enterprises on Innovation Performance   |
| 23 | 6612022007 | Mr.RUIZHUO ZHANG   | The impact of platform credit mechanism on user satisfaction in the sharing economy: the mediating role of perceived service quality   |
| 24 | 6612022008 | Mr.YU GAO          | Study on the influence of professional women's fertility intention on employee turnover behavior under the current "fertility policy" A case study of women of childbearing age in private education and training enterprises in Yunnan Province |
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| 26 | 6612022010 | MissYANXUAN ZHENG  | The impact of corporate R&D investment and corporate ESG performance on corporate value: An empirical study from Shanghai and Shenzhen A-share listed companies  |
| 27 | 6612022014 | Mr.TIANYI ZHONG    | The impact of customer bargaining power and strategic fit on the financial performance of new energy vehicle suppliers.  |
| 28 | 6612022015 | Mr.HAIYANG QIU     | The impact of tourists' travel expectations on tourists' willingness to revisit—taking Kunming as an example   |
| 29 | 6612022016 | Mr.KUN WU          | Teacher Dedication in Private Undergraduate Colleges and Universities A Study on the Impact on Job PerformanceTaking Kunming Area as an Example  |
| 30 | 6612022021 | MissXIAOLIN ZHANG  | Research on Customer Satisfaction of YC Bank Financial Management under New Media Environment  |
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| 38 | 6622022030 | MissKEYI ZHU       | The impact of psychological capital on the employment outcomes of retired college students in Yunnan Province: an exploration of the mediating role of entrepreneurial proficiency.  |
| 39 | 6612021006 | MissSHIFENG CAO    | The Impact of Professional Happiness of Teachers in Private Universities on Work Performance: A Case Study of Guangxi Zhuang Autonomous Region, China  |
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| 42 | 6322022036 | Mr.LINGQIAN ZHANG | The analysis of consumer purchasing behavior and influencing factors of modern cultural and artistic products in the context of e-commerce consumption environment. |
| 43 | 6512022057 | MissYOU ZHAO      | Research on the Development of Traditional Paper Teaching Supplementary Books Industry in the New Media Era   |
| 44 | 6612022004 | MissNA CAO        | The impact of opinion leaders on social media on consumers' willingness to buy new energy vehicles - based on the SOR model   |
| 45 | 6622022001 | Mr.ZIJING LIU     | The Impact of Social Media Marketing on Consumer Purchasing Behavior  |
| 46 | 6622022002 | MissSHANSHAN FENG | A Study on the Impact of Occupational Identity on the Retention Intention of University Faculty   |
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| 54 | 6622022014 | MissSHENGLIN DENG | Research on the impact of big data personalised recommendation on customers' willingness to buy   |
| 55 | 6622022021 | Mr.DINGFENG WANG  | Research on customer satisfaction and loyalty of PDD shopping platform based on perceived value   |
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| 59 | 6622022029 | Mr.HAICHAO TANG   | The Impact of ESG Performance on the Financial Performance of China's Steel Industry  |

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