

## Table of Contents

	Page
Notes from Editor	i
Advisory Board	ii-iii
The Impact of Short Video Ad Features on Consumer Purchase Intention <i>Jingyuan Chen</i>	1-11
Factors Affecting International Student Satisfaction of Service Quality at Rangsit University International College, Thailand <i>Muhammad Janyau Abubakar, Sai Nyi Nyi Htwe, Zaw Ye Naing and Amporn Paupradit</i>	12-26
The Role of Foreign Direct Investment in China's Economy Growth <i>Da Na Moe, Shwe Sin Win, Phyu Thant Kyaw and Aye Pa Pa</i>	27-39
Passing The Spin Selling Technique In The Business Performance: Case Study On Students In International Business Ajor Of Rangsit University International College <i>Myat Hay Thi Kyaw, Hnin Ei Win Wah, Linn Lai, Bo Bo Oo, and Ussanee Malisuwan</i>	40-57
Impact of Cultural Differences: High and Low Context Cultures in International Business <i>Shin Yee Yee, Khine Pwint Wai, Aye Aye Win, Yan Arr Wu and Gessanee Maneerat</i>	58-67
The Impact Mechanism of Digital Governance on Platform Performance: The Mediating Role of Network Effects <i>Yu Xin</i>	68-82
Legal Rights and Discrimination Challenges for LGBTQ+ Individuals in Thailand <i>Pwint Nadi Maung, Win Pyae Pyae Maung, May Myat Noe Aung, Ei Ei San Mon, and Nedtranon</i>	83-95
Impact of Brand Collaboration on Consumers' Purchase Intention of New Energy Vehicles <i>Boran Li</i>	96-110
The Influence of Social Norms, Perceived Value, and Price Sensitivity on the Purchase Intention of Second-Hand Luxury Goods <i>Yuya Xu</i>	111-118
The Impact of Mobile Payments on Consumer Behavior—A Case Study of the Thai Market <i>Yi Zhang</i>	119-128