

**NINTH INTERNATIONAL CONFERENCE ON ADVANCES IN SOCIAL SCIENCE, MANAGEMENT
AND HUMAN BEHAVIOUR - SMHB 2019**

S.NO.	PAPER TITLE	PAGE NO.
1	Brand Engagement In Self-Concept, Brand Schematicity, Situational Brand Engagement, And Customer Advocacy- A Case Study Of Air Asia	1-7
2	Branding Of Religion Through The Mass Media	8-22
3	Effects Of Post-Isometric Relaxation And Static Stretch Training On Hamstring Flexibility Among 9 – 11 Years Old Children	23-28
4	The Study Of Female Entrepreneurs' Resource Bricolage Behavior Modeling	29-34
5	The Corporate Sustainability Performance Of Social Enterprise Entrepreneurs- A Conceptual Framework	35-41
6	Millennials As Workforce An Exploratory Study Of The Hong Kong Chinese	42-43
7	Exploratory Study Of Hedonic Motivation In Food And Grocery Shopping In Thailand	44-48
8	The Effects Of Country Image On Service Quality: A Case Of 5g Network Introduction In Thailand	49-53
9	The Impacts Of Pollution News On Tourism: A Case Of Pm 2.5 Fine Dust In Thailand	54-58
10	Water Resource Efficiency Towards Sustainable Tourism At Patong Municipality, Phuket Province, Thailand	59-63
11	Climate Change Adaptation On Water Resource Management: A Case Study Of Pakokku Township, Magway Region, Myanmar	64-67

12	Brand And Marketing Strategies Of Arabica Coffee Products Of Community Enterprises In Mae Hong Son Province: The Inspiration Of Homhoh Brand	68-73
13	The Marketing Potential Development For Sustainable Community Enterprises Of Baan Pang Moo Agricultural Housewife Groups, Pang Moo Subdistrict, Mung, Maehongson Province	74-80
14	The Rising Effect Of Economic Issues In Shaping The Public Opinion In Turkey	81-87