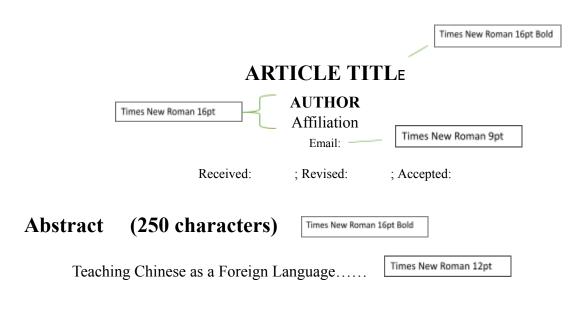


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Keywords: Teaching Chinese as a Foreign Language; (3-5 Word) Times New Roman 12pt Bold

Times New Roman 12pt



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1. Introduction: Background and Significance of the Problem (the length should not exceed 1 pages (A4), Font: Times New Roman 16 points)

Research articles should be printed on A4 size paper with a margin of 2.54 cm on the top, bottom, left, and right sides. The text should be single-spaced throughout the document, and there is no need to divide the document into columns. The text alignment should be consistent on both the left and right sides. It is prohibited to include page numbers in the article.

2. literature review

Subheading (Font: Times New Roman, Size: 16):

Subheading and Content (Font: Times New Roman, Size: 12)

- **3.** Research Methodology
- **4.** Research results (may be presented in the form of important figures or tables to support the explanation of the research findings)
- **5.** Conclusion (Summarizing the findings and providing recommendations)

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APA Citation Format

(American Psychological Association, APA 7th Edition)

1. Books (Thai Language)

Bibliography Format

Name ②Surname.②(Year of publication).②Title of the book ②(Edition). ②Place of publication: ②Publisher.

Thanin Silpcharu. (2017). Statistical Data Analysis Using SPSS and AMOS (17th Edition).

Nonthaburi: S.R.Printing Mass Products.

Citation Styles:

Style 1 – Beginning of Sentence:

Thanin Silpcharu (2017) explained that purposive sampling is a method where the researcher selects specific participants based on judgment, such as collecting data from a specific target group only.

Style 2 – End of Sentence:

Purposive sampling is a method where the researcher selects specific participants based on judgment, such as collecting data from a specific target group only (Thanin Silpcharu, 2017).

If there are more than 5 authors (i.e., 6 or more), cite only the first author followed by a comma and the phrase "and others" (in Thai: "and others").



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Example Bibliography:

Siwawun Serirat, and others. (2005). Business Research (Revised Edition). Bangkok: Dharmmasarn.

Citation Style:

Style 1 – Beginning of Sentence:

Siwawun Serirat and others (2005, p. 252) stated that One-Way ANOVA is a statistical method using the "F" statistic to compare variance between groups and within a group.

Style 2 – End of Sentence:

One-Way ANOVA is a statistical method using the "F" statistic to compare variance between groups and within a group (Siwawun Serirat, and others, 2005).

2.Books (Foreign Language)

Bibliography Format:

Surname2First name2Middle name. 2(Year of publication). 2Title of the book 2(Edition). 2Place of publication: 2Publisher.

Cooper, D.R., & Schindler, P.S. (2014). Business Research Methods (12th ed.). The United States of America: McGraw-Hill/Irwin.

Citation Styles:



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Style 1 – Beginning of Sentence:

Cooper and Schindler (2014) explained that research is the process of data investigation to solve problems. The main steps include writing, describing, explaining, and predicting.

Style 2 – End of Sentence:

Research is the process of data investigation to solve problems. The main steps include writing, describing, explaining, and predicting (Cooper & Schindler, 2014).

If there are more than 5 authors, cite only the first author followed by a comma and "et al."

Example Bibliography:

Downward, P., et al. (2019). The SAGE Handbook of Sports Economics. United

Kingdom: SAGE Publications.

Citation Style:

Style 1 – Beginning of Sentence:

Downward et al. (2019) explained that the concept of sports economics began around the 1950s.

Style 2 – End of Sentence:

The concept of sports economics began around the 1950s (Downward et al., 2019).



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3. Journal Articles or Magazines (Thai)

Bibliography Format:

First name@Last name.@(Year of publication).@Title of the article.@Journal name, @ Volume (Issue), @Page numbers.

Jirawan Somwang. (2018). Developing Learning Resources for Managing Agricultural Supply Chains (Santol) with Community Participation in Lopburi Province. Journal of Graduate Studies, Chiang Rai Rajabhat University, 11(2), 63-75.

4. Journals (English)

Bibliography Examples:

Surname First②name Middle Pname②(Year of publication).②Title of the article.②Journal name, ②Volume (Issue), ②Page numbers.

Sohn, J., Woo, S., & Kim, T. (2017). Assessment of logistics service quality using the Kano model in a logistics-triadic relationship. The International Journal of Logistics Management, 28(2), 680–698.

Rezaei, J., Ortt, R., & Trott, P. (2018). Supply chain drivers, partnerships and performance of high-tech SMEs: An empirical study using SEM. International Journal of Productivity and Performance Management, 67(4), 629–653.

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5. Internet Sources

Bibliography Format:

First name ②Last name ②(Year of revision or update). ②Title. ②Retrieved ②Month ②Day, ②Year, ②from ②Source.

Office of Agricultural Economics. (2015). OAE accelerates logistics research for 5 major agricultural products. Retrieved June 13, 2018, from http://logistics.oae.go.th/web/p/html/page/N7

Citation Style:

The Ministry of Agriculture and Cooperatives reported that Phase 1 (2007–2011) and Phase 2 (2013–2017) of Thailand's logistics strategy focused on improving logistics efficiency in the production sector, promoting logistics management knowledge at the farm level, and enhancing the management of key agricultural products: rice, cassava, rubber, vegetables (asparagus), and fruits (durian) (Office of Agricultural Economics, 2015).

6. Conference Proceedings (Published)

Bibliography Format:

First name ② Last name ②(Year of publication)② Title of the article ② in ② Conference name ②Conference date ②(Page numbers)②Place of publication: ②Publisher.

Jirawan Somwang. (2015). Guidelines for Developing Processed Food Standards (Primary GMP) for Community Enterprise Entrepreneurs in Lopburi Province. In The 3rd
National Academic Conference "How to manage for sustainable local business growth", November 27, 2015 (pp. 495–506). Ubon Ratchathani: Ubon Ratchathani Rajabhat University.

Vol.5 No.1, 2025

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7. Direct Interviews

Bibliography Format:

Interviewee (Year Month Day of interview) Position or contact information Interview.

Somsak Phuangiam. (2018, July 6). Village Chief of Moo 11, Ban Wang Khon,
Pho Chon Kai Subdistrict, Bang Rachan District, Singburi Province. Interview.
Suchart Phacharoen. (2018, July 6). District Chief of Bang Rachan, Singburi
Province. Interview.

Citation Style:

From the interview with the District Chief of Bang Rachan and the Village Chief of Moo 11, Ban Wang Khon, the following problems were found:

- 1. The villagers wish to develop their community into an OTOP Nawatwithi tourism village but lack knowledge and effective management. Community tourism is unstructured, unclear, and lacks interesting activities for tourists.
- 2. The community market has appealing local products and food, rich in local wisdom, but remains unknown due to lack of publicity and no tourism route connections to other destinations (Suchart Phacharoen & Somsak Phuangiam, 2018).

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8. Theses

Bibliography Format:

Thesis author (Year of publication) Title of thesis Degree level University or institution.

Pattanapong Pongthanee. (2016). Site Selection Analysis for Inland Container Depots (ICDs):

A Case Study of Southern Thailand. Master's Thesis in Science, Chulalongkorn
University.

Sopun Omsap. (2018). Guidelines for Developing Logistics Management for Community-Based Tourism: OTOP Nawatwithi Tourism at Pa Phai Sang Suk Market, Khuan Khanun District, Phatthalung Province. Independent Study, Master's Degree, Ramkhamhaeng University.

9. Research Reports

Bibliography Format:

Author's name (Year of publication) Title of research report Place of publication Publisher.

Jirawan Somwang. (2016). Research Report: Logistics Management for Cultural Tourism of
Lao Krang Ethnic Groups in Lopburi, Saraburi, and Singburi Provinces. Bangkok:
National Research Council of Thailand (NRCT).



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Nipon Puapongsakorn, and others. (2010). Research Report: Supply Chain and Logistics

Management of Agricultural Products under the Policy Study and Evaluation Project
for Proposing Production, Trade, and Investment Restructuring. Bangkok: Thailand
Development Research Institute (TDRI).