

The article must be printed on standard A4 paper.
Top and left borders must be set at 3.5cm while
bottom and right borders must be 2.5cm.
Font must be TH SarabunPSK.

3.5 cm.

The title name must be TH SarabunPSK
16 pt. font, bolded, positioned in the
center of the page.

Article's Title

Author's name¹

Author's name²

"Abstract" must be 14 pt. bolded,
positioned at the left margin beneath the
authors' name.

Names of authors
must be 14 pt. font,
bolded, positioned at
the right margin

Abstract

The following abstract text must be 14 pt. font typed in a single paragraph. The first line must be indented 1 tab from the left margin, maximum 250 words or 15 lines. In case of a research article, the abstract should state the research's objectives, its methodology, results, discussion and conclusion.

Keywords: Keyword 1, Keyword 2, Keyword 3, Keyword 4, Keyword 5

Keywords must be 14 pt. font,
positioned at the left margin below
the abstract, separated with a
comma (,) and a single space, and
not exceed five in number.

Headings must be 14 pt. font, bolded, and positioned at the left margin.

Body text must be 14 pt. font (no bolded); the first sentence of each paragraph must be indented 1 tab from the left margin.

¹ A footnote on the first page must contain a number superscript (¹) followed the author's name along with academic title, affiliate, email

² must be 12 pt. font, positioned at the left margin

Introduction

This section provides necessary background of the paper and a brief review the existing knowledge, and importance of the problem.

1. At the beginning of each paragraph must be indented 1 cm. All paragraphs also must be justified, i.e. both left-justified and right-justified

2. In-Text Citations

Writing In-Text Citations in APA Style. As the name author–date system implies, APA Style in-text citations include the author and date, either both inside parentheses or with the author names in running text and the date in parentheses.

3. Section Headings

3.1) Level-1 Heading Should include **Introduction, Literature Review, Research Methodology, Research Finding, Discussion, Reference.** A level-1 heading must be in 14 point font, left-justified and bold

3.2) Level-2 heading must be in 14 point font, left-justified numbered with an Arabic numeral. At the beginning of each paragraph must be indented 1 cm.

3.3) Level-3 heading must be in 14 point font, left-justified and numbered with an Arabic numeral followed by a right parenthesis. At the beginning of each paragraph must be indented 1.25 cm.

4. Table and Figure Captions

4.1) Table Captions - Tables must be numbered with an Arabic numeral. Table captions must be left-justified and in 14 point regular font.

Table 1: Table Caption

	Subject Pronouns	Object Pronouns	Possessive Adjectives
1 st person	I	me	my
2 nd person	you	you	your

4.2) Figure Captions - Tables must be numbered with an Arabic numeral. Table captions must be centred and in 14 point regular font.

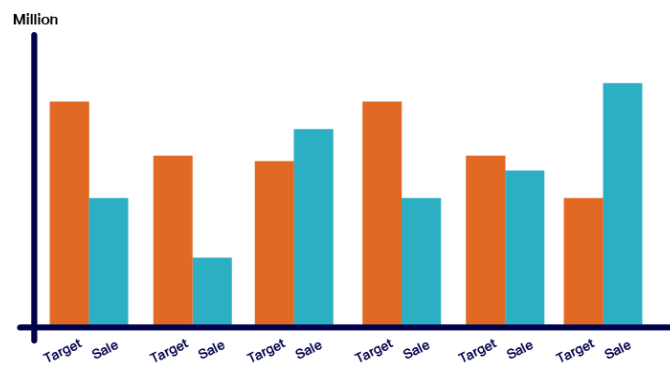


Figure 1: A sample line graph using colors which contrast well both on screen and on a black-and-white hardcopy

Literature Review

The literature review surveys scholarly articles, books, and other sources relevant to a particular area of research or interest. Within the review the author provides a description and discussion of the research work of others in the field or topic area and how your work will enhance and contribute to the field.

Research Methodology

This section describes research methods, sampling methods, research techniques and tools, population and sample, data sources, data gathering techniques, and statistical and analytical methods.

Research Finding

This section covers the analysis of the data. Use tables, graphs, diagrams, and photographs to provide a clear understanding of the results.

Discussion/Conclusion

In the discussion section the author assesses the meaning of the results. Show how the results provide a solution to the problem stated in the introduction or given as the objective. Connect the work of this study with previous works showing how and why they differ or agree.

Reference

Citation in text refer to the author's name and year of publication, e.g., (Thurmair, 2001). Reference list should be listed in alphabetical order of author(s) and following American Psychological Association (APA) style (7th edition) format. Any lines after the first line must be indented 1 tab. References must be arranged as follow:

Cadigan, J., Schmitt, P., Shupp, R., & Swope, K. (2011, January).

The holdout problem and urban sprawl: Experimental evidence. *Journal of Urban Economics*. 69(1), 72. Retrieved from <http://journals.elsevier.com/00941190/journal-of-urban-economics/>

Dellana, S., Collins, W., and West, D. (2000). Online education in a management science course – effectiveness and performance factors. *Journal of Education for Business*, 76, 43 – 48.

Deegan, M. & Tanner, S. (2002). *Digital Futures: Strategies for the Information Age*.

(2nd ed). Library Association.

Nickels, D.W. (2005). *The relationship between IT-business alignment and organization culture: An exploratory study*. (Doctor dissertation). Memphis, TN: University