Academic Article

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Title (20-font size, bold)
ชื่อเรื่องภาษาไทย (ตัวอักษร 20 หนา)

Name Surname[1] and Name Surname[2]* (of all authors, 16-font size)
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Abstract (16-font size)

This section provides a concise summary of the main points of the article, not excess 15 lines (15-font size).

Keywords (15-font size): A word that can be used to search in the database, should have 3-5 words, each word is separated by a comma (,). (15-font size)

บทคัดย่อ (ตัวอักษร 16)

ภาษาไทยที่มีเนื้อความเดียวกับ Abstract พิมพ์ย่อหน้าเดียว จัดชิดซ้าย ความยาวไม่เกิน 15 บรรทัด (ตัวอักษร 15)

คำสำคัญ (ตัวอักษร 15 หนา): คำภาษาไทยที่สอดคล้องกับ Keywords (ตัวอักษร 15 ตัวบาง)

Introduction (16-font size)

This section should discuss the significance or background of the article, the objectives of the writing, and the scope of the content, along with a relevant literature review. The author may also present current issues of interest or highlight the benefits that readers will gain. (15-font size)

Heading (16-font size)

The content can be divided into main topics, subtopics, and further sub-levels as necessary. The author should structure and organize the content logically and coherently to help readers understand easily. (15-font size)

Table and Figure Formatting (sub-heading 15-font size)

All tables and figures should be presented with high clarity and limited to only necessary information. Placement should be at the top or bottom of the page, as close as possible to the point of reference in the text. Each table and figure must be cited within the content of the article.

The source of each table and figure should be indicated below it, aligned to the left, and cited in English only. (For detailed guidelines, please consult the **APA 7th Edition Citation and Referencing Manual.**) All tables and figures that include cited sources must appear in the reference list at the end of the article.

1) Table Formatting

Type the word **Table ...** followed by the table number (**15-font size**, **bold**), aligned to the left. For the table title, start a new line and align it to the left (*15-font size, italic*). Do not use a period after the title. If the table title exceeds one line, continue on the next line. The word 'shows' must not be used in table titles. For table borders, draw horizontal lines only, using single lines for the table body and the bottom border. The table width should not exceed 7.8 cm to fit within one column, or alternatively, it can span the full page width (not exceeding 16.5 cm).

If a table spans more than one page, it should be continued on the following page with the heading labeled as **Table ...** (continue). The font size of the table content may be adjusted as deemed appropriate, provided that text clarity is maintained.

Table Examples

Table 1 *Page Setup*

Margins	**cm**
Top	3
Bottom	2.5
Left	3
Right	2

Table 2

The Ratio of the Value of Newly Acquired Loans to Acquisition Target

Portfolio Size	Acquisition Target	
	Jan. 2009 - Jun. 2009	Jul. 2009 – Feb. 2010
0-500,000	50,000	60,000
500,001-1,000,000	70,000	80,000
1,000,001-1,500,000	90,000	100,000
1,500,001-2,000,000	110,000	120,000
2,000,001-2,500,000	130,000	140,000
≥ 2,500,001	150,000	160,000

Note. Adapted from "When Salespeople Manage Customer Relationships: Multidimensional Incentives and Private Information," by M. Kim, K. Sudhir, K. Uetake, and R. Caneles, 2019, *Journal of Marketing, 56*(5), p. 765. Copyright 2019 by the American Marketing Association.

2) Figure Formatting

Figures must have a minimum size of 1,000 × 1,000 pixels and a resolution of no less than 300 dpi. **Authors are required to save image files in .jpg format and submit them along with the article file**.

Below each figure, type the word **Figure ...** followed by the figure number (**15-font size, bold**), aligned to the left. The figure title should follow on the same line (font size 15). If the title exceeds one line, continue on the next line. Do not use the word 'shows' in the title. The width of the figure should not exceed 7.8 cm to fit within a single column or 16.5 cm to fit across the full page.

Figure Examples

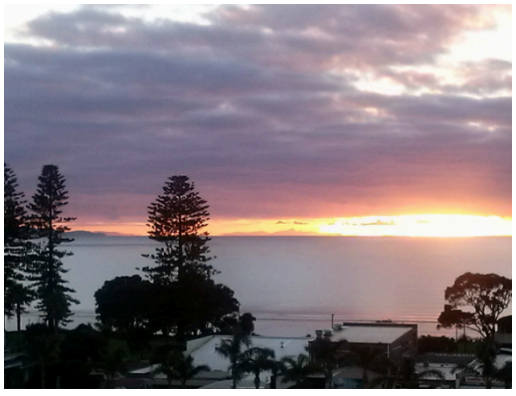


Figure 1 Great Barrier Island



Figure 2 Factors Influencing the Formation of Tourists' Needs

Note. From "Factors That Obstruct Tourism Development in Bangladesh," by N. Jahan and S. Rahman, 2016, *CLEAR International Journal of research in Commerce and Management, 7*(9), p.53. Copyright 2016 by CLEAR Foundation.

Equation Formatting (if applicable)

Equations must be created using Equation Editor or MathType. Variables and symbols should be written in Times New Roman font, size 14, and equations must be center-aligned on the page. Symbols and variables used in equations must be consistent with those in the accompanying explanations. All equations must be numbered sequentially, with the number enclosed in parentheses ( ) and aligned to the right margin. Leave one line space above and below each equation, as shown in the example.

Ohm's Law is shown in equation (1).

$$V = I \cdot R \tag{1}$$

Where V = Voltage (measured in volts, V)

I = Current (measured in amperes, A)

R = Resistance (measured in ohms, Ω)

Conclusion (16-font size)

The conclusion should present a summary of the main arguments or findings, explain their relevance or potential applications, and may include a closing remark to inspire further inquiry or reflection by the reader. (15-font size)

Acknowledgement (if applicable) **(16-font size)**

To acknowledge the contributions of individuals or institutions related to the work. (15-font size)

References (16-font size)

(Skip one line)

Reference formatting must comply with APA 7th Edition (15-font size), as illustrated in the examples.

Kim, M., Sudhir, K., Uetake, K., & Canales, R. (2019). When salespeople manage customer relationships: Multidimensional incentives and private information. *Journal of Marketing Research*, 56(5), 749–766. https://doi.org/10.1177/0022243719847661

Jahan, N., & Rahman, S. (2016). Factors that obstruct tourism development in Bangladesh. *CLEAR International Journal of Research in Commerce & Management, 7*(9), 48–55.

Chen, W. (2021). Artificial intelligence in climate modeling and prediction. *Nature Climate Change*, *11*(8), 678-685. https//doi.org/10.1038/s41558-021-01123-x

Sangmanee, R. (2017). Using local wisdom with self-care behavior of hypertension patients in the 3 three southern border provinces. *Princess of Naradhiwas University Journal, 9*(2), 1-13. (in Thai)

Notes:

1) For the entire content section (excluding the title, author name, and affiliation), authors should prepare the manuscript in a single-column format with left-aligned text. The editorial office will format the article into a two-column layout and send it to the authors for review before publication.
2) Authors can refer to the **APA 7th Edition Citation and Referencing Manual**, available for download on the journal's website, for instructions on how to format citations.