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Title

(Times New Roman 16, bold, Center aligned)

Firstname Lastname[1], Firstname Lastname[2] and Firstname Lastname[2,*]

(Times New Roman 12, Bold, Left aligned) (If there are more than one author, the primary author's name should be listed first, and if the authors are not from the same affiliation, use a superscript number to indicate the address of each author)

Received: Month dd, yyyy
Revised: Month dd, yyyy
Accepted: Month dd, yyyy
Published: Month dd, yyyy

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(Times New Roman 12, Left aligned)

Abstract *(Times New Roman 12, Bold, Justify)*

Purpose: The abstract should be entirely self-contained, with no external references. It must present a concise yet comprehensive overview of the study, including its purpose, data, and methodological approach, principal findings, and broader implications. Specifically, the abstract should succinctly address: (1) the objective of the research, (2) the research design and methodology, (3) the primary results, and (4) the key conclusions.

Design/methodology/approach: As the abstract is frequently disseminated independently from the main article, it must be capable of functioning as a self-contained summary. Consequently, the use of non-standard or uncommon abbreviations should be avoided; however, when their inclusion is essential, they must be clearly defined upon first occurrence within the abstract itself.

Findings: The abstract should be formatted in accordance with the designated topic and presented in Times New Roman, 10-point font.

Conclusions: Please provide an abstract of about 200 words in total.

Keywords: Keyword 1, Keyword 2, Keyword 3, Keyword 4, Keyword 5 *(Times New Roman 10 point)*

1 Introduction *(Times New Roman 12, Bold, Left-aligned)*

The Introduction should explain the background, importance, and reasons for the research study, as well as the research objectives.

Starting from this topic, please insert a 6-point space after each paragraph and between paragraphs and second-level subtopics to maintain proper formatting for multiple paragraphs within the same topic. To separate different main topics, add a 12-point space before each new topic. *(Times New Roman 10 point, Justify)*

2 Literature Review *(Times New Roman 12, Bold, Left-aligned)*

This section involves reviewing various documents related to the topic of study, including concepts, theories, variables used in the research, previous research, research hypotheses, and the research conceptual framework.

2.1 In-text Citations *(Times New Roman 10, Bold, Left-aligned)*

To cite this document:
Author's Last Name, First Initial. Second Initial if Given., & Last Name of Second Author, First Initial. Second Initial if Given. (Year of Publication). Title of article: Subtitle if any. *Journal of Business Management and Technology, Volume Number*(Issue Number), first page number-last page number. https://doi.org/DOInumber

In-text Citations should be in English and must conform to the APA 7th edition guidelines. For information, please visit the Journal of Business Management and Technology website, specifically section 3. Reference Writing under the submission page. *(Times New Roman 10 point, Justify)*

3 Methodology *(Times New Roman 12, Bold, Left-aligned)*

This section describes the research process and can be divided into three issues: (1) Population and sample,
(2) Tools used for data collection, and (3) Data analysis and statistics used.

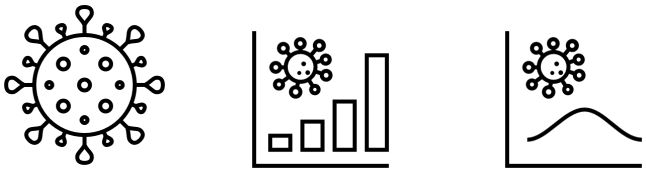
3.1 Formatting of Figures and Tables *(Times New Roman 10, Bold, Left-aligned)*

3.1.1 Formatting of Figures When inserting a single figure, it should be centered on the page, with the caption placed directly below it in the format *Figure x* followed by a concise description, as illustrated in the example.



Figure 1 a concise description
(Last name, Year)

Figure 1 presents an example of how a single figure should be inserted and formatted within the manuscript (Last name, Year). In the case of a group of related figures presented as a set, all images should be arranged in a visually coherent manner, with each individual image labeled sequentially using lowercase letters in parentheses, e.g., *(a)*, *(b)*, …, *(x)*, positioned below the corresponding image. A single caption for the entire set should be placed below the grouped images, beginning with *Figure x* followed by the overall description of the set, as illustrated in the example.



(a) (b) (c)

Figure 2 the overall description of the set
(Last name, Year)

Figure 2 presents an example of inserting a set of related figures within the manuscript, where (a) illustrates the initial data, (b) depicts the subsequent data, and (c) shows the final data. All three figures are interrelated and collectively represent a coherent set. Figure numbering should be sequential throughout the manuscript, continuing across both single figures and grouped figure sets. The source of each figure should be placed directly below its caption and must also be listed in the reference section at the end of the manuscript to ensure proper attribution and adherence to academic citation standards.

3.1.1 Formatting of Tables When inserting a data table, it should be preceded by the label Table x followed by a title that is directly relevant to and accurately reflects the data presented. The source of the table should be cited in a line placed immediately below the table title and must also appear in the reference list at the end of the manuscript, as illustrated in the example. The layout and style of the table should follow the format shown in the example provided below.

Table 1 The title of the table
(Last name, Year)

Factors	Testing		Result
	Solution A	Solution B	
Factor 1	25	56	Solution B
Factor 2	38	40	Solution B
Factor 3	42	19	Solution A

Note. provides additional information such as explanations, clarifications, or the source of the data presented in
the table.

Table 1 illustrates an example of how to insert a data table within the manuscript and demonstrates the appropriate table formatting. It is recommended that the author provide a clear and thorough explanation of the data presented in the table to facilitate readers' full understanding of the information.

3.2 Formatting of Mathematical Components *(Times New Roman 10, Bold, Left-aligned)*

Mathematical expressions, equations, and symbols should be presented clearly and consistently throughout the manuscript. All equations must be numbered sequentially in parentheses, aligned to the right margin, and referenced appropriately within the main text, as illustrated in the example. To ensure clarity and legibility, equations should be formatted using a standard typesetting tool or equation editor. For example:

The relationship between energy and mass is expressed by Einstein's equation:

$$E = mc^2 \tag{1}$$

where E represents energy, m is mass, and c is the speed of light in a vacuum. As shown in Equation (1), energy is directly proportional to mass.

4 Results and Discussion *(Times New Roman 12, Bold, Left-aligned)*

The research results should be explained clearly and to the point. The findings should be discussed whether they support or do not support the established hypotheses, by linking the results to compare with other related research or by providing an opinion based on theoretical principles. *(Times New Roman 10 point, Justify)*

5 Conclusions and Suggestions *(Times New Roman 12, Bold, Left-aligned)*

The key findings from the research study should be summarized, along with the benefits of applying the research results. Suggestions for practical application of the research findings, policy recommendations, and suggestions for future research should also be included. These suggestions should be written based on the research findings. *(Times New Roman 10 point, Justify)*

6 Acknowledgements *(if any) (Times New Roman 12, Bold, Left-aligned)*

Briefly mention the funding source that provided support and thank other important organizations or individuals. *(Times New Roman 10 point, Justify)*

7 Declaration of generative AI in scientific writing

Generative AI may be employed exclusively for reviewing and enhancing the linguistic quality of a manuscript. Such tools must be used under human supervision and control, with authors retaining full responsibility for the content. AI tools should not be credited as authors or co-authors. When AI-assisted technologies are utilized, a declaration must be included within the manuscript in a dedicated section preceding the references. As in the following example:

The authors hereby certify that generative AI tools, namely QuillBot and ChatGPT, were utilized solely for language refinement and grammatical correction in the preparation of this manuscript. The generative AI tools did not generate content or interpret any data. The authors take full responsibility for the content and conclusions presented in this work. *(Times New Roman 10 point, Justify)*

References *(Times New Roman 12, Bold, Left-aligned)*

Use APA 7th reference style and sort alphabetically. If the reference, author's name, or book title is in Thai, the researcher should translate it into English. For information, please visit the Journal of Business Management and Technology website, specifically section 3. Reference Writing under the submission page. The format and examples are as follows:

Last name, F. (Year). *Title* (Edition-2nd edition onwards). Publisher.

Last name, F. (Year). Title (Edition-2nd edition onwards). URL

Last name, F. (Year). Title (Edition-2nd edition onwards). http://doi.org/xxxxxxxxx

Last name, F. (Year). Title of article. Title of Journal, Volume(Issue), page numbers.

Last name, F. (Year). Title of article. Title of Journal, Volume(Issue), page numbers. URL

Last name, F. (Year). Title of article. Title of Journal, Volume(Issue), page numbers. http://doi.org/xxxxxxxxx

Last name, F. (Year). Title of thesis [Degree level, Name of institution]. Website name. URL

Last name, F. (Year). Title of thesis [Degree level, Name of institution]. Database name.

Last name, F. (Year). Title. In F. Editor's Last name (Ed. or Eds.), Title of conference topic. Name of conference (pp. page numbers). Database name. DOI or URL if available.

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Last name, F. [@username]. (Year, Month Day). First 20 words of the post. [Type of post]. Twitter or Instagram. URL

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