



## REFERENCES

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Authors must limit the total number of references to a maximum of 30 references. This journal strictly mandates the use of the American Psychological Association (APA 7th Edition) style for both in-text citations and the reference list. For in-text citation, authors are required to employ the author-date method (e.g., Smith, 2025). The Reference List must provide a comprehensive list of all works cited within the article, arranged primarily in alphabetical order by the author's last name. Critically, the Digital Object Identifier (DOI) should always be included if available for the cited material.

For references published in languages other than English, such as Greek, Chinese, Japanese, and Korean, must include an English translation. The author's name must be included in English, and the title must be translated into English within square brackets [English name]. Additionally, the specific language must be indicated at the end of the reference using the format “[in Language]”. And follow this format:

**Case 1:** The source is in Thai and has an English title.

**Example:**

Chanwong, S., Lert-ampai, P., & Thianthong, P. (2024). Direction of gastronomy tourism in Phetchaburi. *Journal of Humanities and Social Sciences for Sustainable Development*, 7(1), 61–74. <https://so14.tci-thaijo.org/index.php/VandVJournal/article/view/2382> [in Thai]

**Case 2:** The source is in Thai and does not have an English title.

**Example:**

Chitchamngong, D. (2018). *หลังม่านวรรณศิลป์* [Behind the Veil of Literary Art] (2nd ed.). Sampachanya Publishing. [in Thai]

### **Books**

**Format:** Author, A. A. (Year). *Title of the book* (Edition ed.). Publisher.

**Example:**

Ambrose, G., & Harris, P. (2011). *Packaging design*. AVA Publishing.

### **Translated Books**

**Format:** Author, A. A. (Year). *Title of the translated book* (B. B. Translator, Trans.). Publisher. (Original work published Year).

**Example:**

Kotler, P., & Keller, K. L. (2020). *Modern marketing: Global concepts and strategies* (S. Wisutsak, Trans.). SE-ED Publishing. (Original work published 2016).

### **Journal Articles**

**Format:** Contributor, A. & Contributor, B. (Year). Title: Sub-title. *Journal Title*, Volume(Issue), page range. DOI/URL

**Example:**

Khan, A. (2020). Sustainable materials in packaging. *Journal of Packaging Science*, 15(3), 45–59. <https://doi.org/10.1234/jps.2020.15.3.45>

Samanketgon, P. (2023). A study of tourist experience for developing of religious tourism in Thailand. *Journal of Legal Entity Management and Local Innovation*, 9(8), 256–270. <https://so04.tci-thaijo.org/index.php/jsa-journal/article/view/264689> [in Thai]

When citing a previously published book and using a new or revised edition, following APA Style 7th Edition, the year of publication of the volume you are reading must be indicated, and the year of the first publication must be listed at the end of the reference entry.

**Format:** Contributor, A. & Contributor, B. (Year). Title: Sub-title. *Journal Title*, Volume(Issue), page range. DOI/URL (Original work published XXXX)

**Example:**

Yao, M. Z., He, J., Ko, D. M., & Pang, K. (2014). The influence of personality, parental behaviors, and Self-Esteem on internet addiction: a study of Chinese college students. *Cyberpsychology Behavior and Social Networking*, 17(2), 104–110. <https://doi.org/10.1089/cyber.2012.0710> (Original work published 2013)

### **Conference Proceedings (Papers)**

**Format:** Contributor, A. & Contributor, B. (Year). Title. In Editor (Ed. or Eds.), *Conference Name* (pp. xxx–xxx). Location.

**Example:**

Rattanakul, C. (2023). Packaging design for Southern community products. In *Proceedings of the 5th National Conference on Art and Design* (pp. 102–110). Prince of Songkla University.

### **Websites**

**Format:** Author, A. A. (Year, Month date). *Title of the work: Subtitle*. Website name. URL

**Example:**

Season Group Limited. (2019, March 15). *Innovative eco-packaging solutions*. SEASONGROUP. <https://www.seasongroup.com/eco-packaging>

### **Organization Reports**

**Format:** Organization. (Year). *Title of the report*. Publisher. URL

**Example:**

National Statistical Office of Thailand. (2022). *Household socio-economic survey report 2022*. <https://www.nso.go.th>

### **Theses**

**Format:** Author, A. A. (Year). *Title* [Master’s thesis or Doctoral dissertation, Name of the university]. Database or Archive Name. URL

**Example:**

Johnson, M. (2020). *Designing herbal product packaging for community marketing* [Master’s thesis, Silpakorn]. Silpakorn University Research Repository. <https://sure.su.ac.th/xmlui/?locale-attribute=en>

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## **APPENDICES** (if applicable)

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The **APPENDIX** section is used to present **supplementary materials** that are too detailed to be included in the main body of the article but are essential for understanding or the potential replication of the research.

### *Formatting Appendices:*

Referencing: All appendices must be cited sequentially by number (e.g., Appendix 1, Appendix 2) in the main body text before they appear in the manuscript.

### *Appendix Caption:*

Appendix Title: Use “Appendix [Number]:” (**Bold, Times New Roman 10 pt.**) followed by the appendix title (Plain text, Sentence case, Times New Roman, 10 pt.). The appendix title must always appear above the appendix.

**Example:**

**Appendix 1:** Full Research Questionnaire