Article Title in English

Author's Name (First name and Surname)[1]
Advisor's Name (if applicable) (First name and Surname)[2*]

Abstract

The English abstract must clearly outline the research objectives, methodology, and results that align with the stated objectives, with a total length not exceeding 250 words. The text should be grammatically and structurally correct in English. Authors are strongly encouraged to have their manuscript reviewed and verified by a native English speaker or a professional language editing service before submission.

Keywords: Provide 3–5 English keywords that consist of nouns, phrases, or technical terms. Use Title Case (capitalising all words except for prepositions and conjunctions such as of, in, and). Separate each keyword with a comma (,) and do not include a full stop (.) at the end.

Introduction

The introduction should provide the background and significance of the research problem, clearly and concisely articulating the key issue or motivation that prompted the study.

Research Objectives

Clearly state the research objectives. If there is more than one objective, list them numerically. If there is only one objective, do not use numbers.

Literature Review

The section on concepts, theories, and related literature should provide a concise overview of the relevant concepts, theories, and research pertaining to the topic being studied. Authors are expected to reference contemporary books or textbooks when citing concepts or theories, clearly identifying the authors involved. Additionally, when referencing related research, it is important to include studies from both domestic and international academic journals, ensuring that the authors are appropriately acknowledged. Subheadings are not necessary in this section.

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[1] For students, specify the current or graduated faculty and the institution in English.
[2] Advisor or co-author (if applicable) specify the faculty/department and institution in English.

*Corresponding author, E-mail……

Research Hypothesis (if applicable)

Conceptual Framework (if applicable)

Present the conceptual framework as a clear and easy-to-read diagram. Assign a figure number to the diagram and ensure it is referenced appropriately within the text.

Research Methodology

Describe the steps and methods used in conducting the research, consistent with the stated objectives.

Results

Present the research findings in accordance with the research objectives, as follows:

1. ……
2. ……
3. ……

When presenting results using tables or figures, ensure that an explanation is provided prior to referencing the respective table or figure, along with its corresponding number. For example, as illustrated in Figure 1 or (Figure 1), and as illustrated in Table 1 or (Table 1). All tables and figures referenced within the results section should be located at the end of the article, following the reference list.

Conclusion and Discussion

Summarize the key findings of the research and discuss the results by elucidating the underlying reasoning and the connections between the findings and relevant concepts, theories, or prior research.

Suggestions

Present recommendations arising from this research, which may encompass policy recommendations, practical suggestions, or proposals for future research. Summarize these as key points. If there is more than one recommendation, list them numerically and clearly, as follows:

1. ……
2. ……
3. ……

Acknowledgements (if applicable)

Acknowledge the organizations and/or individuals who provided support for this research.

References

Authors should cite at least one article from the MBA KKU Journal (if available) and format all references according to the journal's prescribed template. References should be listed alphabetically; if both Thai and English-language references are included, Thai references should be placed before English references. All references must adhere to the APA 7th Edition (American Psychological Association) format. Detailed examples are available at the following link: https://mba.kku.ac.th/th/news/att/20250407090647-a1.pdf

Figures and Tables (if applicable)

All figures and tables should be presented at the end of the article, with figures preceding tables. Each should be clearly numbered and titled using the terms "Figure..." and "Table...". Figure titles should be positioned below the figure, while table titles should be placed above the table.