

Journal of Business, Economics and Communications, Naresuan University



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**Research Articles**  $\bullet$ A Participatory Study with Volunteer Monks to Create Media for Promote Better Health among Monks in Northern Part of Thailand Panida Jongsuksomsakul Personal Factors in Entrepreneurs Towards Natural Resource Conservation Management: A Case Study of Community-Based Tourism Pornpimon Kampetch, Parichart Sriharan and Pransak Thongyeam Factors that Contribute to The Success Isaan Restaurants Case Study of Surat Thani Municipality Pongpipat Makchouy The Study on Entrepreneurial Mindset of the Thai People of Mon Descent: A Case Study of Lamphun Province and Lopburi Province Warawude Rurkwararuk The Adaptation Dynamics of Agritourism Destination: A Case Study of Ban Sala Din Community, Mahasawat Canal, Phutthamonthon District, Nakhon Pathom Province Piyapong Katpiyarat  $\blacklozenge$ The Cultural Invention of Thai Royal Cuisine in a Creative-Economy Context Supawat Namkham and Sisikka Wannajun The Path Analysis of Ownership Structure and Dividend Payout Ratio on Firm Performance of Listed Companies in the Stock Exchange of Thailand Wiwatwong Bunnun and Nongnit Chancharat The Attitude Towards Internet Banking Service Under Financial Activity in Essential of Economic Area at Western in Thai Gulf of Thailand Weerawan Pinchumpholsang, Somjai Srinet and Thanapad Seesodsai Quality of Work Life of People Aged 40 and Over but Younger Than 60 in Songkhla Province Influencing Needs for Health Services When They Were Elderly People Theerawat Hungsapruek Online Purchasing Behavior of Generation Y Consumer in Northeast Thailand Veerasak Jinarat The Causal Factors of Strategic Competence for the Development of Small and Medium-sized Businesses under the Coronavirus Disease 2019 (COVID-19) Sikarnmanee Syers Economic Evaluation of Transport Companies Which Operates in Accordance with the ISO39001 Road Safety Standard System Pudtan Phanthuhnane, Chalermpat Pongajarn and Pakchira Nugbanleng

# TABLE OF CONTENTS

Research Article	Page
A Participatory Study with Volunteer Monks to Create Media for Promote Better Health among Monks in Northern Part of Thailand	1
Panida Jongsuksomsakul	
Personal Factors in Entrepreneurs Towards Natural Resource Conservation Management: A Case Study of Community-Based Tourism	20
Pornpimon Kampetch, Parichart Sriharan and Pransak Thongyeam	
Factors that Contribute to The Success Isaan Restaurants Case Study of Surat Thani Municipality	32
Pongpipat Makchouy	
The Study on Entrepreneurial Mindset of the Thai People of Mon Descent: A Case Study of Lamphun Province and Lopburi Province Warawude Rurkwararuk	49
The Adaptation Dynamics of Agritourism Destination: A Case Study of Ban Sala Din Community, Mahasawat Canal, Phutthamonthon District, Nakhon Pathom Province	75
Piyapong Katpiyarat	
The Cultural Invention of Thai Royal Cuisine in a Creative-Economy Context Supawat Namkham and Sisikka Wannajun	84
The Path Analysis of Ownership Structure and Dividend Payout Ratio on Firm Performance of Listed Companies in the Stock Exchange of Thailand Wiwatwong Bunnun and Nongnit Chancharat	101
The Attitude Towards Internet Banking Service Under Financial Activity in Essential of Economic Area at Western in Thai Gulf of Thailand	120
Weerawan Pinchumpholsang, Somjai Srinet and Thanapad Seesodsai	
Quality of Work Life of People Aged 40 and Over but Younger Than 60 in Songkhla Province Influencing Needs for Health Services When They Were Elderly People	131
Theerawat Hungsapruek	
Online Purchasing Behavior of Generation Y Consumer in Northeast Thailand	150
Veerasak Jinarat	
The Causal Factors of Strategic Competence for the Development of Small and Medium-sized Businesses under the Coronavirus Disease 2019 (COVID-19)	163
Sikarnmanee Syers	
Economic Evaluation of Transport Companies Which Operates in Accordance with the ISO39001 Road Safety Standard System	180
Pudtan Phanthuhnane, Chalermpat Pongajarn and Pakchira Nugbanleng	

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