



Research Articles

- ◆ **Provincial Growth Factor Determinants and Convergence: Evidence from Nine Provinces in Lower Northern Thailand**
Kittipat Santaveesuk
- ◆ **Digital Journalism and News and Feature Video Writing in the 21st Century**
Sunanta Yamthap and Aranya Siriphon
- ◆ **The Causal Relationship of Problems and Guidelines for Increase Accounting Performance of Blue Flag Store Pracharat**
Phetphairin Upping, Jakret Mettathamrong, Charinee Chaichana and Thanit Kesorn
- ◆ **Community Development Innovation for Creating a Community Model of Creative Community-Based Tourism Acquired from Silk History of Siew Noi Village, Mueang District, Chaiyaphum Province**
Thassanaiyawan Doungmala, Annarviya Phutcharinya, Anchalee Chaisri, Lalana Klangchamnan, Rattanaporn Seeda and Soonthorn Panyapong
- ◆ **Relationship between Firm Characteristics, Debt Level and Earnings Quality of Listed Companies in the Stock Exchange of Thailand with the Moderating Effect of Corporate Governance**
Twoangtip Siriwan and Jomjai Sampet
- ◆ **Convergence Patterns and Transition Paths of Alternative and Renewable Energy Consumption across Provincial Clusters in Thailand**
Chairat Choesawan
- ◆ **Customer Relationship Management and Innovation Capability Affecting Organizational Performance in Automotive Parts Industry, Eastern Economic Corridor**
Natitorn Prasertwong and Jedsada Wongsansukcharoen
- ◆ **Factors Influencing the Probability of Viral Online Purchase for Agricultural Products**
Piyathida Thathong, Suwanna Sayruamyat and Chakrit Potchanasin
- ◆ **Supply Chain Innovation Effects on Supply Chain Efficiency in Teak Furniture Industry at Phrae Province**
Teeka Yotapakdee, Siriporn Kiratikrnkul, Itsaree Howpinjai, Siriluk Sukjaroen, Thiti Wanichdilokrat, Wanwasa Wirojanarome, Ratchaneewan Kamton and Lamthai Asanok
- ◆ **Food Neophobia and Willingness to Try Plant - Based Meat in Bangkok**
Nahathai Monta, Suwanna Sayruamyat and Aerwadee Premashthira
- ◆ **The Adaptation Communication of Foreign Football Player in Thai League: A Case Study of John Baggio**
Vasan Vangsuk and Tikamporn Eiamrerai
- ◆ **The Persistence Potential and Development of Digital Outdoor Cinema Business towards Special Events: A Case Study of Northern Regions, the Eight Provinces of Central and North Eastern Regions**
Passawan Korakotchamas

TABLE OF CONTENTS

Research Article	Page
Provincial Growth Factor Determinants and Convergence: Evidence from Nine Provinces in Lower Northern Thailand Kittipat Santaveesuk	1
Digital Journalism and News and Feature Video Writing in the 21 st Century Sunanta Yamthap and Aranya Siriphon	19
The Causal Relationship of Problems and Guidelines for Increase Accounting Performance of Blue Flag Store Pracharat Phetphairin Upping, Jakret Mettathamrong, Charinee Chaichana and Thanit Kesorn	32
Community Development Innovation for Creating a Community Model of Creative Community-Based Tourism Acquired from Silk History of Siew Noi Village, Mueang District, Chaiyaphum Province Thassanaiyawan Doungmala, Annarviya Phutcharinya, Anchalee Chaisri, Lalana Klangchamnan, Rattanaorn Seeda and Soonthorn Panyapong	54
Relationship between Firm Characteristics, Debt Level and Earnings Quality of Listed Companies in the Stock Exchange of Thailand with the Moderating Effect of Corporate Governance Twoangtip Siriwan and Jomjai Sampet	73
Convergence Patterns and Transition Paths of Alternative and Renewable Energy Consumption across Provincial Clusters in Thailand Chairat Choesawan	92
Customer Relationship Management and Innovation Capability Affecting Organizational Performance in Automotive Parts Industry, Eastern Economic Corridor Natitorn Prasertwong and Jedsada Wongsansukcharoen	116
Factors Influencing the Probability of Viral Online Purchase for Agricultural Products Piyathida Thathong, Suwanna Sayruamyat and Chakrit Potchanasin	135
Supply Chain Innovation Effects on Supply Chain Efficiency in Teak Furniture Industry at Phrae Province Teeka Yotapakdee, Siriporn Kiratikrnlul, Itsaree Howpinjai, Siriluk Sukjaroen, Thiti Wanichdilokrat, Wanwasa Wirojanarome, Ratchaneewan Kamton and Lamthai Asanok	154
Food Neophobia and Willingness to Try Plant - Based Meat in Bangkok Nahathai Monta, Suwanna Sayruamyat and Aerwadee Premashthira	173

TABLE OF CONTENTS (CONTINUED)

Research Article	Page
The Adaptation Communication of Foreign Football Player in Thai League: A Case Study of John Baggio Vasan Vangsuk and Tikamporn Eiamrerai	189
The Persistence Potential and Development of Digital Outdoor Cinema Business towards Special Events: A Case Study of Northern Regions, the Eight Provinces of Central and North Eastern Regions Passawan Korakotchamas	204

Owner	Faculty of Business, Economics and Communications	
Adviser	Prasit Watanapa, MD, PhD, FRCS, FACS	Chairman of Naresuan University Council
	Honorary Professor Kanchana Ngourungsi, Ph.D.	President of Naresuan University

Editor

Assoc. Prof. Vichayanon	Rattanawiboonsom, Ph.D.	Naresuan University
-------------------------	-------------------------	---------------------

Managing Editor

Asst. Prof. Kanokkarn	Snae Namahoot, Ph.D.	Naresuan University
-----------------------	----------------------	---------------------

Assistant Managing Editor

Suntaree	Tungsiwong, Ph.D.	Naresuan University
----------	-------------------	---------------------

Editorial Board

Prof. Kamonchanok Suthiwartnarueput, Ph.D.	Chulalongkorn University
Prof. Direk Pattamsiriwat, Ph.D.	National Institute of Development Administration (NIDA)
Assoc. Prof. (Honors) Chackrit Duangphastra, Ph.D.	Chulalongkorn University
Assoc. Prof. Somchanok (Kumphan) Passakonjaras, Ph.D.	Chulalongkorn University
Assoc. Prof. Duangpun Kritchanai Singkarin, Ph.D.	Mahidol University
Assoc. Prof. Nopadol Rompho, Ph.D.	Thammasat University
Assoc. Prof. Wai Chamornmarn, Ph.D.	Thammasat University
Assoc. Prof. Niramorn Sutummakid, Ph.D.	Thammasat University
Assoc. Prof. Ravi Lonkani, Ph.D.	Chiang Mai University
Assoc. Prof. Somnuk Aujirapongpan, Ph.D.	Walailak University
Assoc. Prof. Kornchai Phornlaphatchakorn, Ph.D.	Maharakham University
Assoc. Prof. Ranee Esichaikul, Ph.D.	Sukhothai Thammathirat Open University
Asst. Prof. Sungworn Ngudgratoke, Ph.D.	Sukhothai Thammathirat Open University
Asst. Prof. Pairat Kanjanakaroorn, Ph.D.	Chiang Mai University
Asst. Prof. Banpot Wiroonratch, Ph.D.	Burapha University
Asst. Prof. Somdech Rungsisawat, Ph.D.	Suan Sunandha Rajabhat University
Asst. Prof. Wasin Liampreecha, Ph.D.	Naresuan University
Asst. Prof. Pnomsit Sonprajak, Ph.D.	Naresuan University
Asst. Prof. Pudtan Phanthunane, Ph.D.	Naresuan University
Asst. Prof. Pattaraporn Pongsapornamat, Ph.D.	Naresuan University
Asst. Prof. Bhagaporn Wattanadumrong, Ph.D.	Naresuan University
Dr.Warawude Rurkwararuk	Naresuan University
Dr.Paramet Damchoo	Naresuan University

Proofreader

Asst. Prof. Siripen Dabphet, Ph.D.	Naresuan University
Asst. Prof. Siriwan Kitchot	Naresuan University
Asst. Prof. Chutchonook Charutwinyo, Ph.D.	Naresuan University
Asst. Prof. Supaporn Dokmaithong	Naresuan University

Asst. Prof. Akkaya Senkrua, Ph.D.	Naresuan University
Fuangfa Panya, Ph.D.	Naresuan University
Kritcha Yawised, Ph.D.	Naresuan University
Mada Chayathatto, Ph.D.	Naresuan University
Pimsara Yaklai, Ph.D.	Naresuan University
Mesirin Kwanjai, Ph.D.	Naresuan University
Sukij Khorchurklang, Ph.D.	Naresuan University

Copy Editors

Assoc. Prof. Phongsakorn Methitham, Ph.D.	Naresuan University
Asst. Prof. Usa Padgate, Ph.D.	Naresuan University
Asst. Prof. Sampan Nettayanun, Ph.D.	Naresuan University
Asst. Prof. Chairat Choesawan, Ph.D.	Naresuan University
Asst. Prof. Ruankwan Intanon	Naresuan University
Asst. Prof. Pattanan Dedkaew	Naresuan University
Asst. Prof. Warawit Phetruen, Ph.D.	Naresuan University
Pawinee Stargell, Ph.D.	Naresuan University
Pakchira Nugbanleng, Ph.D.	Naresuan University
Nuatip Sumkaew, Ph.D.	Naresuan University
Suparawadee Trongtortam, Ph.D.	Naresuan University
Maneerut Chatrangsan, Ph.D.	Naresuan University
Woraprat Yoelau, Ph.D.	Naresuan University
Montira Intason, Ph.D.	Naresuan University
Chalat Boonpam, Ph.D.	Naresuan University
Chunhagate Kanchankitsakul	Naresuan University
Songpol Chumnumwat	Naresuan University

Art Directors

Rattapol Chaiyarat, Ph.D.	Naresuan University
Sansern Rianthong	Naresuan University

Editorial Coordinator

Rommanee Jairux	Naresuan University
Chalida Theamsangwal	Naresuan University

Publication Frequency

The BEC Journal published 4 issues a year	
1 st issue	January – March
2 nd issue	April – June
3 rd issue	July – September
4 th issue	October – December

Contact

Faculty of Business, Economics and Communications, Naresuan University
99 Moo 9, Tapho, Muang, Phitsanulok 65000

Tel 0-5596-4808 Fax 0-5596-4800 Email: bec-journal@nu.ac.th

Journal of Business, Economics and Communications: BEC Journal
www.tci-thaijo.org/index.php/BECJournal/



Published: September, 30th 2022

Reprinting and requesting permission

All articles published in this journal are owned by Faculty of Business, Economics, and Communications, Naresuan University. It is not permitted to republish the articles. If any organization wants to disseminate all or part of the articles, specific permission from Faculty of Business, Economics and Communications, Naresuan University is required.

Each article which published in this journal, as well as images and comments, belong to the author. It is neither the opinion nor responsibility of Journal of Business, Economics and Communications.