



ISSN: 2672-9091 (Print) and ISSN: 2408-2112 (Online)

Journal of Business, Economics and Communications, Naresuan University

◆ Volume 17 Issue 4 (October - December 2022)

Research Articles

 The Development of Marketing Strategy for Promoting the Creative Community-Based Tourism with Southern Isan Cultural Identity

Annarviya Phutcharinya, Soonthorn Panyapong and Thudsanai Doungmala

- ♦ Behavioral Economics and Nudging Safer Road Behavior in Thailand
 - Panthip Suaysom and Peera Tangtammaruk
- The Effect of Satisfaction with E-banking Service on Customer Loyalty in Battambang Province,
 Cambodia

Leap Heng Pheap, Chonnatcha Kungwansupaphan and Ubonwan Suwannapusit

- An Input-output Analysis of the Maritime Industry in Thailand
 - Prawpan Oruangke
- Wastes of Production Process Management for Eastern Industry
 - Chamnan Ngerndee, Chanapol Leangthanom, Sasawat Gunpai and
- Financial Feasibility of UAV-based Forest Inventory of Teak Plantation: A Case Study of Khaokrayang Forest Plantation, Phitsanulok Province

Aerwadee Premashthira, Aor Pranchai and Visutthi Manthamkarn

The Environmental Management's Competency Level of Listed Companies in the Stock
 Exchange of Thailand

Vannachat Kitkasemsin, Jittima Tongurai, Kazuhiko Kokubu and Pakpong Pochanart

- The Factors Affecting the Decision to Use Food Delivery Applications in Bangkok
- Factors Influencing Actual Use of e-Payment Adoption by SMEs in Phitsanulok
- The Development of Marketing Communication Potential of the Community Business Groups in Pattani Province

Suwanat Tongsongvod and Aruneewan Buaniaw

• A Comparison of the Forecasting Accuracy in the Rate of Changes of Security Prices in Thailand, Using Arima Models

Kanokkarn Snae Namahoot and Viphasiri Jantasri

◆ The Impact of Growth Mindset on the Preferred Employer after Graduation

Charamporn Holumyone

TABLE OF CONTENTS

Research Article	Page
The Development of Marketing Strategy for Promoting the Creative Community-Based	1
Tourism with Southern Isan Cultural Identity	
Annarviya Phutcharinya, Soonthorn Panyapong and Thudsanai Doungmala	
Behavioral Economics and Nudging Safer Road Behavior in Thailand	15
Panthip Suaysom and Peera Tangtammaruk	
The Effect of Satisfaction with E-banking Service on Customer Loyalty in Battambang	38
Province, Cambodia	
Leap Heng Pheap, Chonnatcha Kungwansupaphan and Ubonwan Suwannapusit	
An Input-output Analysis of the Maritime Industry in Thailand	57
Prawpan Oruangke	
Wastes of Production Process Management for Eastern Industry	74
Chamnan Ngerndee, Chanapol Leangthanom, Sasawat Gunpai and	
Darucha Rattanadumrongaksorn	
Financial Feasibility of UAV-based Forest Inventory of Teak Plantation: A Case Study of	90
Khaokrayang Forest Plantation, Phitsanulok Province	
Aerwadee Premashthira, Aor Pranchai and Visutthi Manthamkarn	
The Environmental Management's Competency Level of Listed Companies in the	105
Stock Exchange of Thailand	
Vannachat Kitkasemsin, Jittima Tongurai, Kazuhiko Kokubu and Pakpong Pochanart	
The Factors Affecting the Decision to Use Food Delivery Applications in Bangkok	123
Nannaphas Bodhisundara and Pat Pattanarangsun	
Factors Influencing Actual Use of e-Payment Adoption by SMEs in Phitsanulok	140
Kritcha Yawised and Darlin Apasrawirote	
The Development of Marketing Communication Potential of the Community Business	159
Groups in Pattani Province	
Suwanat Tongsongyod and Aruneewan Buaniaw	
A Comparison of the Forecasting Accuracy in the Rate of Changes of Security Prices in	173
Thailand, Using Arima Models	
Kanokkarn Snae Namahoot and Viphasiri Jantasri	
The Impact of Growth Mindset on the Preferred Employer after Graduation	190
Charamporn Holumyong	

Journal of Business, Economics and Communications, Naresuan University

Volume 17, Issue 4 October – December 2022 ISSN: 2672-9091 (Print)

ISSN: 2408-2112 (Online)

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

	Tionorary Tro	ressor Nameriana Ngoarangsi, 1 m.b.	r resident of Naresdair offiversity
Editor			
	Assoc. Prof. Vichayanan	Rattanawiboonsom, Ph.D.	Naresuan University
Manag	ing Editor		
	Asst. Prof. Kanokkarn	Snae Namahoot, Ph.D.	Naresuan University
Assista	nt Managing Editor		
	Suntaree	Tungsriwong, Ph.D.	Naresuan University
Editori	al Board		
	Prof. Kamonchanok Suth	niwartnarueput, Ph.D.	Chulalongkorn University
	Prof. Direk Pattamsiriwat	, Ph.D.	National Institute of Development
			Administration (NIDA)
	Assoc. Prof. (Honors) Cha	ackrit Duangphastra, Ph.D.	Chulalongkorn University
	Assoc. Prof. Somchanok	(Kumphan) Passakonjaras, Ph.D.	Chulalongkorn University
	Assoc. Prof. Duangpun K	ritchanchai Singkarin, Ph.D.	Mahidol University
	Assoc. Prof. Nopadol Ro	mpho, Ph.D.	Thammasat University
	Assoc. Prof. Wai Chamor	nmarn, Ph.D.	Thammasat University
	Assoc. Prof. Niramon Sut	tummakid, Ph.D.	Thammasat University
	Assoc. Prof. Ravi Lonkan	i, Ph.D.	Chiang Mai University
	Assoc. Prof. Somnuk Auj	irapongpan, Ph.D.	Walailak University
	Assoc. Prof. Kornchai Ph	ornlaphatchakorn, Ph.D.	Mahasarakham University
	Assoc. Prof. Ranee Esich	aikul, Ph.D.	Sukhothai Thammathirat Open University
	Asst. Prof. Sungworn Ngu	udgratoke, Ph.D.	Sukhothai Thammathirat Open University
	Asst. Prof. Pairat Kanjana	akaroon, Ph.D.	Chiang Mai University
	Asst. Prof. Banpot Wiroo	nratch, Ph.D.	Burapha University
	Asst. Prof. Somdech Rur	igsrisawat, Ph.D.	Suan Sunandha Rajabhat University
	Asst. Prof. Wasin Liampre	eecha, Ph.D.	Naresuan University
	Asst. Prof. Pnomsit Sonp	orajuk, Ph.D.	Naresuan University
Asst. Prof. Pudtan Phanthunane, Ph.D.			Naresuan University
	Asst. Prof. Pattaraporn P	Naresuan University	
	Asst. Prof. Bhagaporn Wa	Naresuan University	
	Dr.Warawude Rurkwararu	uk	Naresuan University
	Dr.Paramet Damchoo		Naresuan University
Proofre	eader		
	Asst. Prof. Siripen Dabph	et, Ph.D.	Naresuan University

Naresuan University

Naresuan University

Naresuan University

Asst. Prof. Siriwan Kitchot

Asst. Prof. Chutchonook Charutwinyo, Ph.D.

Asst. Prof. Supaporn Dokmaithong

Asst. Prof. Akkaya Senkrua, Ph.D.

Fuangfa Panya, Ph.D.

Kritcha Yawised, Ph.D.

Maresuan University

Mada Chayathatto, Ph.D.

Naresuan University

Naresuan University

Naresuan University

Naresuan University

Naresuan University

Mesirin Kwanjai, Ph.D.

Naresuan University

Naresuan University

Naresuan University

Naresuan University

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 Boonparn, 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

1st issueJanuary – March2nd issueApril – June3rd issueJuly – September4th issueOctober – 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: December, 29th 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.