



## Honorary Article

- ◆ Entering the New Innovation Age of Business, Economics, and Communications, in a Dynamic Society  
Dr.Boonkiet Chokwatana

## Research Articles

- ◆ Communication Approaches of Beauty and Health Influencers in Social Media  
Anyarin Amornissariyachai
- ◆ Characteristics of Innovation Affecting Adopted Decision on Sufficiency Economy Philosophy in People's Way of Lives in Muen Wai Sub-district, Nakhon Ratchasima Province  
Anyarat Wichian and Akarapong Untong
- ◆ Analysis the Influencing of Logistics Management on Decision Making for Reunion to Y Series' Actor Fan Meeting in the Context of Thai Fan Club  
Pareeyawadee Ponanake
- ◆ Forecasting Success Factors for Developing Quality Standard of Trucking Services in the Eastern Border Areas  
Yanin Patsopa, Pisit Bungbua and Benyada Krajangjang
- ◆ A Study on Investment Returns of Industry Groups in The Stock Exchange of Thailand Using Five-Factor Model  
Puchong Prakopvitayakit, Chaiwuth Tangsomchai and Rojana Thammajinda
- ◆ Competencies of Successful Entrepreneurs: Perspectives of Students and Entrepreneurs  
Pornpasit Denmoree, Sirichan Sathirakul Tachaphahapong and Achara Chandrachai
- ◆ Personal, Economic, and Societal Factors Affecting the Anxiety of Traders during the COVID-19 Pandemic in the Lower Northeastern Region of Thailand  
Pichyada Pheunpha
- ◆ Factors Affecting the Initial Return of Initial Public Offerings  
Chaiwat Nimanussornkul and Kunsuda Nimanussornkul
- ◆ Modern Marketing Strategy Development for Community Pharmacy Business  
Krit Wattanathum and Anjana Fuangchan
- ◆ Financial Feasibility of the Investment Projects for the Conservation and Development of Bangkok Railway Station (Hua Lamphong) Area  
Pichittra Prapassornmanu, Piyawong Punjatewakupt, Tiraphap Fakthong, Krajangsri Srikrajang  
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- ◆ Gender-Based Wage Gap in Thailand  
Akkaya Senkrua
- ◆ The Crypto Shelter: A Safe Haven for Equity Market during the COVID-19 Pandemic  
Chanapol Pornpikul

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