

JBIS

Journal of Business,
Innovation and
Sustainability

Year 2025, Volume 20 Issue 2

ISSN : 3027-6608 (Online)



TABLE OF CONTENTS

Academic Article	Page
The Management of Value Chain for Production and Capability Development of Muslim Clothing Product Groups Based on Intellectual and Cultural Heritage in Pattani Province Hannan Kalong, Nusana Pakeeya and Nuruema Sama	1
The Mediating Role of Entrepreneurial Resilience and Self-Efficacy in Enhancing SMEs Performance in Thailand Pimpika Poolsawat and Idsaratt Rinthaisong	15
The Influence of Service Quality, Brand Trust, and Customer Satisfaction Affecting Brand Advocacy of Government Hospitals in Bangkok Phorndara Sride and Weerapong Pounglek	36
The Relationship between Environmental Accounting Information Disclosure and Corporate Sustainability in Companies Listed on the Stock Exchange of Thailand Rujapa Tansuwan, Sasivimol Meeampol, Tipparat Laohavichien and Sawat Wannarat	56
Sentiment Analysis of Customer Review Behavior in the Online Market toward Health Supplement Products Phennapa Joomponpong	72
The Impact of Sustainability Disclosure on Financial Performance: Strategic Communication for Enhancing Transparency in Thai Listed Companies Parisa Jindaluang	96
A SARIMA-Based Time Series Analysis of Sugar Export Quantity and Price Trends in Thailand Thitawan Insaad and Peangtip Sribunrueang	111

Journal of Business, Innovation and Sustainability (JBIS)

Volume 20, Issue 2 April – June 2025

ISSN: 3027-6608 (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

Editor

Assoc. Prof. Vichayanan Rattanawiboonsom, Ph.D. Naresuan University

Managing Editor

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

Assistant Managing Editor

Asst. Prof. Suntaree Tungsriwong, Ph.D. Naresuan University

Editorial Board

Prof. Kamonchanok Suthiwartnarueput, Ph.D. Chulalongkorn University

Prof. Direk Pattamasiriwat, 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 Kritchanchai Singkarin, Ph.D. Mahidol University

Prof. Nopadol Rompho, Ph.D. Thammasat University

Assoc. Prof. Wai Chamormarn, Ph.D. Thammasat University

Assoc. Prof. Niramon 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. Mahasarakham University

Assoc. Prof. Ranee Esichaikul, Ph.D. Sukhothai Thammathirat Open University

Asst. Prof. Sungworn Ngudgratoke, Ph.D. Sukhothai Thammathirat Open University

Asst. Prof. Pairat Kanjanakaroon, Ph.D. Chiang Mai University

Asst. Prof. Banpot Wiroonratch, Ph.D. Burapha University

Assoc. Prof. Somdech Rungrisawat, Ph.D. Suan Sunandha Rajabhat University

Asst. Prof. Wasin Liampreecha, Ph.D. Naresuan University

Asst. Prof. Pnomsit Sonprajuk, Ph.D. Naresuan University

Asst. Prof. Pudtan Phanthunane, Ph.D. Naresuan University

Asst. Prof. Pattaraporn Pongsaporamat, Ph.D. Naresuan University

Asst. Prof. Bhagaporn Wattanadumrong, Ph.D. Naresuan University

Asst. Prof. Warawude Rurkwararuk, Ph.D. Naresuan University

Dr. Paramet Damchoo Naresuan University

Proofreader

Asst. Prof. Siripen Dabphet, Ph.D. Naresuan University

Asst. Prof. Siriwan Kitchot Naresuan University

Asst. Prof. Chutchanook 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
Asst. Prof. Kritchya 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
Assoc. 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 Chatrangsang, 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
Asst. Prof. Sansern Rianthong	Naresuan University

Editorial Coordinator

Rommanee Jairux	Naresuan University
Chalida Theamsangwal	Naresuan University

Publication Frequency

The JBIS 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, Innovation and Sustainability (JBIS)
www.tci-thaijo.org/index.php/BECJournal/



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, Innovation and Sustainability.