

Instructions for Authors

NIDA BUSINESS JOURNAL (NBJ) has been certified by the
Thai-Journal Citation Index Center and
Listed under the TCI Group 2

1. NIDA Business Journal welcomes both Thai and English articles.
The journals will be released in May and November.
2. This journal publishes original research papers on all aspects of business administration, economics, human resource management, and management sciences.
3. This journal is strictly committed to upholding research and publication ethics. The journal may be reviewed by the editorial board and readers (at least 3 from internal and external) and may use software to screen for plagiarism. The editorial board's decision upon the acceptance of the article shall be final.
4. A manuscript's submission has not been published before and is not under consideration for publication anywhere else. The author will be held responsible for false statements or failure to fulfill the journal guidelines. The publisher will not be held legally responsible should there be any claims for compensation.
5. The submitted research article must contain the followings:
 - **Introduction** (Contains research problem, objectives, and literature review)
 - **Research methodology**
 - **Research results**
 - **Conclusion and Discussion**
 - **References**
6. The article must include the following components:
 - **Title** must include both Thai and English.
 - **Author(s)** designate the name and surname of the author(s), both Thai and English, without titles, qualifications.
 - **Abstract** must include both Thai and English (**3 to 5 keywords for indexing purposes.**)
 - **Keywords** must include both Thai and English (**150-250 words**)
 - **Author Affiliation and advisor as a co-author**, must include in Footnote using (*) before each affiliation. For advisor (as a co-author) must affiliate academic title, qualification (if any), and organization

7. **Manuscript is to have a maximum length of 25 pages, printed in A4 paper.** The page setting is to be 1.2 inch for the top and the left and 1 inch for the bottom and the right with on single side, set for single space, using 16 point of TH SarabunPSK for both Thai article and English article. Submission must be via online application only.
8. **Create a bibliography, in-text citations and a title page in APA (American Psychological Association) format.**

Book

Format: Author. (Year of publication). Book title. Place of publication: Publisher.

Examples:

Nunnally, J. C. & Bernstein, I. H. (1994). Psychometric Theory. (3rd ed.). New York: McGraw-Hill

Articles in the Journal

Format: Author. (Year of publication). Title of article, Volume(Issue), Page numbers.

Examples:

Aaker, D.A. (1996). Measuring brand equity across products and markets. California Management Review, 38(3), 102-120.

Website/Electronic format

Format: Author. (Year of publication). Title. Retrieved....., from URL Address\

Examples:

Kemp, S. (2021). Digital 2021: Thailand. Retrieved Mar 29, 2021, from <https://datareportal.com/reports/digital-2021-thailand> (Mar 29, 2021)

Dissertation or Thesis

Format: Author. (Year of publication). Title of dissertation or thesis. Doctoral dissertation of Master's thesis, University.

Examples:

Kitiyanan, S. (2009). Employee Engagement of Sports Authority of Thailand. Doctoral Dissertation of Master's Management, Siam University.

Conference Papers

Format: Author. (Year of publication). Title of article. Title of conference and seminar proceedings. (Pages.). Place of publication: Publisher.

Examples:

Changso, A. and Tonthapthimthong, N. (2021). The satisfaction on marketing factors of Thai tourists towards the tourism on Nakha Sub-district, Muaeng District, Udonthani. Proceeding of the 2nd National Conference on Humanities and Social Sciences, January, 18, in Tourism Industry and Hospitality Management, Faculty of Humanities and Social Sciences. (847-855.). Suan Sunandha Rajabhat University, Bangkok, Thailand.

9. The title must be in Thai Romanization. (transliteration of Thai characters into Roman characters).

For writing Thai Romanization, it is recommended to use a transliteration program developed by NECTEC <http://164.115.23.167/plangsarn/index.php> and must be translated into English in square brackets [...] and parentheses at the end of the titles of those documents that the original language is, for example, specifying (In Thai) as in the following **example:**

Wachirayanwaroros, Krom Phraya Somdej Phra Mahasamanachao. (1922). The legend of Wat Bowonniwes. Phranakorn: SophonPipatthanakorn. (in Thai)

10. The Editorial Board reserves the right to reject manuscripts that do not comply with the above-mentioned guidelines and is not obliged to publish all submissions whatsoever.

11. Submission fees

- Submission fee amount 1,000 THB
- Publication fee amount 2,000 THB

Authors should make a payment within 7 days after acceptance date, if authors delayed in making payment, Nida Business Journal reserves the right to proceed an article that follows the process of payment. Submission fee is non-refundable in any cases, included an article that may be rejected by the Editorial Board or readers

- In case that authors are staff or student in National Institute of Development Administration, the submission and publication fees will be exempted.

* Please make a payment to Bangkok Bank;

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Account Number: 944-019181-6

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