



## From the Editor

As always, NIDA Business Journal has maintained its prestigious status as one of the national accredited journals in Thailand. The Journal has received continuously good quality articles for a double-blinded review by renowned and meticulous referees.

In this volume, we are pleased to publish scholarly works of our partners. The topics include, for instance, Factors Affecting Consumer's Decision to Purchase Fresh Durian Via Online Channels in Bangkok, Financial Management of the Household in Mueang District, Phayao Province: During the COVID-19 Crisis, How does tontine benefit Thai Elderly?, The Interaction between Investor Trading and the Performance of The Stock Exchange of Thailand and The Trust in The Security of The Electronic Payment System.

The editor and all staff would like to express our sincere appreciation for the continuing interest and participation from the Thai academic that truly helps to build a strong foundation for our journal in many more years to come.

**Assoc. Prof. Dr. Aekkachai Nittayasetwat**  
**Editor-in-Chief**  
**NIDA Business Journal**