

Contents	
From the Editor	4
Brand Awareness Influences on Brand Image and Brand Equity—	6
The Moderated Mediation of Perceived Quality: The Case Study of the Nakha Clothing Ma	rket,
Udonthani Province	
Subchat Untachai	
Critical Success Factors in Mass Running Event Management in Thailand	28
A Resource-based Perspective	
Parichat Jantori, Kannapa Pongponrat	
Influence of Digital Marketing Communication Tools	42
in The Creation for Customer Satisfaction	
Kullaya Uppapong, Sarana Photchanacha, Sirikarn Tammayattiwong	
Relationship Between Week-Four Effect, Bad News, Volume,	69
and Day-of-The-Week Effect in The Stock Exchange of Thailand	
Chitchanok Jaiphun, Anin Rupp	
The Key Influencing Factors for Consumers in Adopting Smart Home Technology	88
Pimphapatsorn Chullbussapa, Korbkul Jantarakolica, Soibuppha Sartmool,	
Supawat Sukhaparamate, Tatre Jantarakolica, Woraphon Wattanatorn	
The Study of Entrepreneurial Leadership Characteristics and	105
Creative Innovation Factors Affecting Competitive Advantage of Small and	
Medium Enterprises in Kanchanaburi	
Runchida Daoruang, Watcharapoj Sapsanguanboon	
Value-Added Creation to Enhance the Income of Gem and Jewelry Businesses	123
in Chanthaburi	
Patcharee Preepremmote, Pimthong Thongnopkun, Worachai Roubroumlert,	
Dawan Madlee, Alongkorn Pamounsub, Parichat Tengsuwan	
Book Review: Getting Past NO: Negotiating in Difficult Situations	142
Maneewan Chat-Uthai	