



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 an invited article: Business Risk Perspectives, and publish scholarly works of our partners. The topics included, for instance, Earnings, Cash Flows and Accruals Characteristics of the SET50 Companies during the COVID-19 pandemic, Mission statement: Successful Company's strategy, Performance of ESG Stocks: Case of Stock Exchange of Thailand, The Influencing of Human Resource Management on Employees' Job Satisfaction and Job Retention, The Role of Green Innovation on Environmental and Financial Performance in the Logistics Service Provider Industry, The study of the return behavior of the big-cap stocks on the Stock Exchange of Thailand: Evidence from pre, during, and post-Covid-19.

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 Nittayagasetwat
Editor-in-Chief
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