



Contents

- From the Editor 4
- Consumer Perception of Healthy Food Experience and 6
Its Influences on Consumer Satisfaction and Engagement Behaviour
Supawat Meeprom, Butsakorn Pungprasert
- Degree of Operating Leverage (DOL), Operating Profit Margin and Growth 26
Piyapas Tharavanij
- Influence of Social Media Customer Relationship Management Towards 51
Financial Performance: Empirical Evidence of Spa Businesses in Thailand
Kullaya Uppapong, Sarana Photchanacha, Pusanisa Thechatakerng
- Intention to Attend Business School in Thailand 73
Theera Erawan
- Structural Equation Modeling Habits of Highly Effective Moral Courage 86
for Trust of Certified Public Accountants
*Pornchanok Tonglad, Natthanan Thitiyapramote, Sukasem Langkhunsaen, Supunnee Kamwass,
Priyanuch Panya, Jeeraporn Pongpanpattana, Titikarn Suriyasarn, Bundit Busaba*
- The Development of the Consumer Brand Engagement Scale Through 105
Social Media Advertising
Weeraporn Supotthamjaree, Preeda Srinaruewan
- The Mediating Role of OCB on the Relationship Between Job Satisfaction, 129
Organizational Commitment, and Turnover Intention of Engineers
Sansoen Sattavorn
- Book Review: The Extraordinary Leader: Turning Good Managers Into Great Leaders 150
Maneevan Chat-Uthai