



## Instruction for Author

NIDA Business Journal is a double-blind peer-review journal.  
and has been certified by the Thai-Journal Citation Index Center under the TCI Q1.

### Author's Guide

1. NIDA Business Journal, a double-blind peer review journal, welcomes both Thai and English article. The publishing date is in May and November. Online submission is available at [www.nidabusinessschool.com](http://www.nidabusinessschool.com) or <http://mba.nida.ac.th/en/book-intro> All archived issues are also available for download at no cost.
2. NIDA Business Journal publishes original research papers on business administration, economics, human resource management, and related management sciences. We promote and ensure the diversity of origin of authors as well as the diversity and expertise of editors.
3. The submitted research article must contain the followings:
  - Introduction and objectives
  - Literature Review
  - Research Methodology
  - Analysis and Results
  - Discussion and Conclusion
4. This journal follows a double-blind peer reviewing procedure and is strictly committed to upholding the research and publication ethics.
  - 4.1 The following reviewing process is adopted:
    - Two experts in the relevant fields shall be assigned as the primary readers within 10 working days after the paper has been submitted. The third reader may be needed in rare and extraordinary case. Conflict of interest between the author and readers will be strictly avoided.
    - The reviewing process will be between 20-30 days.
    - Any revision will be allowed for 30 days. The rejected paper will be notified within this same period. Date of article submission, revision (if any), and acceptance will be demonstrated from 2019 issue onward.
  - 4.2 Quality of submitted articles will be considered based upon the following criteria: Clarity of abstracts, quality and conformity to the stated aim and scope of the journal, readability of articles, and originality and body of knowledge.
  - 4.3 Online and printed version are available simultaneously at the publishing date.
  - 4.4 The journal may use software to screen for plagiarism. The editorial board's decision upon the acceptance of the article shall be final.
5. Submission of a manuscript 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.



6. English version is required and applied to all printed articles:

- Abstracts (150-250 words)
- Article title (concise and informative)
- The name (s) of the author (s)
- The academic title (s), affiliation (s) and address (es) of the author (s)
- Keywords (3 to 5 keywords) for indexing purposes
- References or bibliography, in-text citations and a title page in APA format

7. Manuscripts should be submitted in MS Word.

- Use a normal, plain font (THSarabunPSK) for Text
- Use double spacing on the regular text in your manuscript
- Length should not exceed 25 pages.
- The manuscript can be submitted to the Editor via online webpage or as attached file via e-mail at [nidabusinessjournal@yahoo.com](mailto:nidabusinessjournal@yahoo.com)

8. Create a bibliography, in-text citations and a title page in APA (American Psychological Association) format.

#### Example:

##### Book

Hofstede, Geert; Hofstede, Gert Jan (2005). *Cultures and organizations: Software of the mind* (Revised and expanded 2nd ed.). New York: McGraw-Hill

##### Periodicals/Journal

Ailon, G. (2008). *Mirror on the wall: Culture's Consequences in a value test of its own design*. *The Academy of Management Review* October 2008, 33(4): 885-904.

##### Website/Electronic Format

Jongwisarn, R. (2005). "Study of Leadership and New Direction of SMEs Entrepreneur" Retrieved May 27, 2011, from <http://www.trf.or.th/research/abstract.asp?PROJECTTID=MRG4780112>

##### Others

Theptaranont, K, (2005). "Relationship between Intrinsic and Extrinsic motivation Entrepreneur Orientation with SMEs' Operation". Kasetsart University

9. Important: All references in Thai must be translated into English to comply with the international database.

#### Example:

Chat-uthai, M. (2015). *A Comparative study and cultural survey in Thailand and Asia Pacific Countries*. NIDA Business Journal, Vol.16 (May), p.60-81.

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.

### Contact the Editorial Board

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