



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, Consumer Perception of Healthy Food Experience and Its Influences on Consumer Satisfaction and Engagement Behaviour, Degree of Operating Leverage (DOL), Operating Profit Margin and Growth, Influence of Social Media Customer Relationship Management towards on Financial Performance: An Empirical Evidence of Spa Business in Thailand, Intention to Attend Business School in Thailand, Structural Equation Modeling Habits of Highly Effective Moral Courage for Trust of Certified Public Accountant, The development of the consumer brand engagement scale through social media advertising and The Mediating Role of OCB on the Relationship between Job Satisfaction, Organizational Commitment, and Turnover Intention of Engineers.

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. Aekkachai Nittayasetwat, Ph.D.

Editor-in-Chief

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