

NIDA BUSINESS JOURNAL

วารสารบริหารธุรกิจ นิด้า

Academic Committee

Dean of Faculty of Business Administration
Associate Dean for Academic Affairs
Associate Dean for Administration Affairs
Associate Dean for Planning and Development Affairs
Project Director
Mrs. Wannee Kanjanawong

Editorial Staff

Assoc. Prof. Paiboon Sereewiwatthana, Ph.D.
National Institute of Development Administration, Thailand.
Prof. Pornchai Chunchajinda, Ph.D.
Thammasat University, Thailand.
Prof. Gary N.McLean, Ph.D.
University of Minnesota, USA.
Prof. David Ding, Ph.D.
Massey University, New Zealand.
Prof. Oswin Maurer, Ph.D.
Free University of Bozen-Bolzano (Unibz), Italy.
Prof. Philippe Gugler, Ph.D.
University of Fribourg, Switzerland.
Prof. Frank Wadsworth, Ph.D.
Indiana University - Purdue University Indianapolis (IUPUI), USA.
Prof. Jerry E. Wheat, Ph.D.
Indiana University, USA.
Prof. Zafar U. Ahmed, Ph.D.
American University of Ras Al Khaimah (UAE), USA.
Prof. Uichol Kim, Ph.D.
Inha University, Incheon, South Korea.
Assoc. Prof. Chanthika PORNPIKAPAN, Ph.D.
University of Macau, China.
Assoc. Prof. Charlie Charoenwong, Ph.D.
Nanyang Technological University, Singapore.

Managing Editor

Assoc. Prof. Dr. Aekkachai Nittayagasetwat

Editorial Assistants

Mrs. Wannee Kanjanawong Mrs. Sirima Sangmanut
Mr. Wayne Shibata

Aims and Scope

NIDA Business Journal (NBJ) is a double-blind peer-reviewed journal aiming at providing a national forum for effective communication of innovative research findings that contribute significantly to further the knowledge in business administration and its related field. Hence, the target audience consists of academicians, business administrators and practitioners, industrialists, researchers, students, and NIDA Graduate School of Business's Alumni. The journal is published in paper format and also online & open access at www.nidabusinessschool.com.

Objectives

NIDA Business Journal (NBJ) promotes the diversity of author's origin and editorials. The scope encompasses an original research study relating to human resources, marketing, accounting, financial, operations management and development administration field of study.

NIDA Business Journal is currently published two issues per year, in May and November. A special issue is foreseen with a high degree of appropriateness. NBJ is operated by NIDA Graduate School of Business Administration, an AACSB accredited institution since 2013.

Editorial Office

NIDA Business Journal Graduate School
of Business Administration
National Institute
of Development Administration
8th Floor, Boonchana Atthakor Building,
118 Seri Thai Road, Klong-Chan,
Bangkapi, Bangkok 10240
Tel: 0-2727-3949 Fax: 0-2375-3924
www.nidabusinessschool.com

Printing House

Technology Media Co., Ltd.
Tel: 0-2644-4555 Fax: 0-2644-6649