



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, Brand Awareness Influences on Brand Image and Brand Equity–The Moderated Mediation of Perceived Quality: The Case Study of the Nakha Clothing Market, Udonthani Province, Critical Success Factors in Mass Running Event Management in Thailand–A Resource-based Perspective, Influence of Digital Marketing Communication Tools in The Creation for Customer Satisfaction, Relationship Between Week-Four Effect, Bad News, Volume, and Day-of-The-Week Effect in The Stock Exchange of Thailand, The Key Influencing Factors for Consumers in Adopting Smart Home Technology, The Study of Entrepreneurial Leadership Characteristics and Creative Innovation Factors Affecting Competitive Advantage of Small and Medium Enterprises in Kanchanaburi, Value-Added Creation to Enhance the Income of Gem and Jewelry Businesses in Chanthaburi.

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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