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## Criteria and Preparation of Manuscripts for Publication in Journal of Economics and Management Strategy (JEMS)

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### Types of Article Proposed for Publication

There are two types of article proposed for publication as follows:

1. Research Article aims to present the facts and results obtained from systematic study, experiments, or observations, which are organized through research methodologies.

2. Academic Article focuses on bridging the gap and finding an exact, final conclusion for an existing issue which requires clear and specific explanation, discussion, or analysis, through academic processes. Such processes also allow gathering of secondary data or beyond from different sources to be combined and systematically analyzed.

### Article Formatting Requirements

#### 1. Page Layout

Dimension: B5 (18.20 X 25.70 cm.)

Margin: Top 2.50 cm. Bottom 1.50 cm. Left 2.50 cm. Right 1.50 cm.

#### 2. Title

Use TH Sarabun New font type, 16, bold, center positioning.

#### 3. Name(s) of Author (s)

Use TH Sarabun New font type, 14, for the name(s) of author(s). Use Center positioning. For the author(s)'s contact also use TH Sarabun New font type, but with the size 12, and put it at the bottom of page as a footnote. The contact details should not exceed two lines per one author.

#### 4. Abstract

Use TH Sarabun New font type, 14, and bold. After the abstract, write 3-5 keywords and E-mail address. Please remember to use font size 12, bold, to enable access through international database and to allow other researchers to contact the author(s).

#### 5. Body

Use TH Sarabun New font type, 14, using one-column format. Main Headings (e.g., Background and Significance of Research Problem, Methodology, Results, etc.) use TH Sarabun New font type, 14, bold, left positioning. Sub-Headings (e.g., Population, Sampling, Data Analysis, etc.) use TH Sarabun New font type, 14.

The entire length of the article; including the Abstract, should not exceed 15 pages of B5-size paper (18.20 X 25.70 cm).

### Required Components of a Research Article

1. Title
2. Name(s) of Author(s)
3. Organization
4. Abstract
5. Background and Signification of the Research Problem

6. Research Objective(s)

7. Scope of Research: The researcher must stipulate the breadth of the study, which can influence the scopes in research problem, content, population and sampling, duration of data collection, area, variables, and data analysis.

8. Hypothesis (Optional): A hypothesis is the author's supposition which needs to be tested and proved.

9. Research Methodology: The summarization of the entire sequences of means to acquire the answer for research purpose, such as, tools and equipment, data collection, data analysis and related statistics, and so on.

10. Results: This part features the entire consequence of the research method and hypothesis testing in each issue. It needs to be written precisely, which may contain tables or explanative illustrations in an appropriate amount.

11. Discussion: In this part, the researcher must evaluate the research results. The discussion must answer whether the facts obtained from the research results are consistent or contradictory with the hypotheses, theories and frameworks, or other researches, and whether there are any conflicts between the results and those theories or frameworks. If yes, the researcher needs to provide the reasons for such contradictions and find additional evidences to support the possibilities of such results.

12.1 Suggestions:

12.1 Application: The researcher(s) must answer these questions.

- How do the results and findings satisfy the research objective?
- How beneficial are the results regarding the Background and Signification of the Research Problem?
- How can the results be utilized?
- Limitations.

12.2 Further Research: The researcher(s) must answer these questions

- How can the results be developed and improved in further researches?
- How can the results be developed into a longitudinal study, or how they can be extended to other field of researches?

13. References: Use the reference citation in APA (American Psychological Association) Style as shown in JEMS website: [http://kuojs.lib.ku.ac.th/index.php/jems/APA\\_Referencing\\_Guide](http://kuojs.lib.ku.ac.th/index.php/jems/APA_Referencing_Guide)

### **Required Components of an Academic Article**

1. Title
- 2.. Name(s) of Author(s)
3. Organization
4. Abstract
5. Objective(s)
6. Theory and Academic principal
7. Discussion and Conclusion
8. References: Use the reference citation in APA (American Psychological Association)

Style as shown in JEMS website: [http://kuojs.lib.ku.ac.th/index.php/jems/APA\\_Referencing\\_Guide](http://kuojs.lib.ku.ac.th/index.php/jems/APA_Referencing_Guide)