## สารบัญ

บทความวิจัย	
DETERMINANTS OF A HOUSEHOLD'S WILLINGNESS TO PAY FOR A RECYCLING SERVICE: AN EMPIRICAL STUDY IN BANGKOK, THAILAND	1
Karnjana Songwathana, Suthathip Suanmali	
THE ANALYSIS OF GENDER DIFFERENCES ON INFLUENTIAL FACTORS FOR DOG FOOD PURCHASING	13
Kamonnat Wattanasen, Nuntana Udomkit	
INTEGRATED MANAGEMENT MODEL FOR DAY SPAS BUSINESS IN THAILAND  Pornphen Lalitnuntikul	28
BRAND LOYALTY IN LOW-COST AIRLINE OF THAILAND  Patchanee Channoi, Chatchai Pitsaphol, Jirawan Deeprasert	40
THE IMPACT OF TRAVEL EXPERIENCE ON DESTINATION LOYALTY TO BANGKOK  Aswin Sangpikul	51
THE IMPACT OF STORYTELLING ON LUXURY VALUE PERCEPTION OF A BRAND GOYARD CASE STUDY	64
Namoan Jirawongsy	
商业模式创新对创业型企业绩效的影响研究——以中国新三板挂牌企业为例 THE INFLUENCE OF BUSINESS MODEL INNOVATION ON THE PERFORMANCE OF ENTREPRENEURIAL ENTERPRISES: A STUDY OF THE NEW THREE BOARD LISTED COMPANIES IN CHINA	74
Jian Su, Jiaojiang Luo	
THE RELATIONSHIP BETWEEN RETURNS OF CARRY TRADE STRATEGIES AND EQUITY MARKETS: THE EVIDENCES FROM DEVELOPED ECONOMIES AND ASEAN-5 EMERGING MARKETS  Sitthidej Bamrungsap	89
中国上市公司内外部融资约束与并购财务风险研究 THE STUDY ON INTERNAL AND EXTERNAL FINANCING CONSTRAINTS AND FINANCIAL RISK OF M&A OF LISTED COMPANIES IN CHINA	103

Zhaomei Chi, Qiusheng Zhang

THE DIFFERENCE IN IMPACTS OF SUPPLY CHAIN CAPITAL STRUCTURES ON CUSTOMER  AND SUPPLIER COLLABORATION IN MANUFACTURING FIRMS IN THAILAND  Kimseng Tieng, Chawalit Jeenanunta, Nattharika Rittippant,  Pornpimol Chongphaisal, Ryoju Hamada, Somrote Komolavanij	121
CUCKOO SEARCH ALGORITHM FOR THE VEHICLE ROUTING PROBLEM WITH BACKHAULS  AND TIME WINDOWS  Tanawat Worawattawechai, Boonyarit Intiyot, Chawalit Jeenanunta	136
人一组织匹配匹配对员工创新行为的影响: 论创造力自我效能感的中介作用 THE EFFECT OF PERSON-ORGANIZATION FIT ON EMPLOYEE'S INNOVATIVE BEHAVIOR: THE MEDIATING ROLE OF CREATIVE SELF-EFFICACY  Tianyi Wang, Haijun Lu	150
基于扎根理论的中国拳击教练员胜任力模型构建研究 BASED ON GROUNDED THEORY OF COMPETENCY MODEL TO BUILD THE CHINESE BOXING COACHES  Xiangui Bu, Chunsheng Liu	162
中国制造企业一线技能型员工素质模型的构建研究一以HX钢构股份有限公司为例 THE COMPETENCY MODEL BUILDING: A CASE STUDY OF THE FIRST LINE SKILLED EMPLOYEES IN HX STEEL CONSTRUCTION LIMITED COMPANY <i>Qizhen Wang, Boxiang Lu</i>	177
受众幽默风格与卷入对感觉型低卷入商品广告效果研究 THE INFLUENCE OF HUMOROUS STYLE AND DEGREE OF INVOLVEMENT ON EFFECTIVENESS OF SENSATIONAL LOW-INVOLVEMENT PRODUCT ADVERTISING  Xiaojuan Tong, Shenglong Han	191
HOW IS THE THAI RED CROSS SOCIETY PERCEIVED IN THE SIGHT OF EMPLOYEES  Thuwaporn Yooyong, Patama Satawedin	205
UNIVERSITY STUDENTS' PERCEPTIONS TOWARDS A GOOD UNIVERSITY EFL TEACHER  Yanin Saiyood	216
THE ENGLISH LISTENING-SPEAKING CORNERSTONES  Nutsakolpach Chouvorrasista	226
基于自然语料的泰国学生汉语"了"字句习得跟踪研究 A LONGITUDINAL STUDY ON ACQUISITION OF "LE" CONSTRUCTION OF THAI STUDENTS BASED ON NATURALISTIC DATA  Caijun Lin	237

THE STUDY OF AN EDO KERNEL AND $\mathrm{M}_{\mathrm{0}}$ PARAMETER FOR A SI-SRR $^{\mathrm{2}}$ Vorapoj Patanavijit	253
บทความวิชาการ	
人民币区域化研究: 文献回顾 REGIONALIZATION OF RMB: A LITERATURE REVIEW Zhenju Lu, Zhimin Tang	268
INVESTIGATING JOB SATISFACTION IN SERVICE INDUSTRY  Ning Li, Jiaojiang Luo	282
SMALL AND MEDIUM FAMILY ENTREPENEUR LEADERSHIP BEHAVIOR AND ENTERPRISE PERFORMANCE  Qing Tang, Long Ye	294
人格生态特质与山地旅游消费决策行为的关系: 一个理论分析的思路与框架 THE RELATIONSHIP BETWEEN ECOLOGICAL PERSONALITY TRAITS AND TOURISM AND CONSUMPTION DECISION MAKING BEHAVIOR IN MOUNTAIN ENVIRONMENTS: A THEORETICAL ANALYTICAL THOUGHT Pinyu Chen	305