

**Academic or Research Article Submission Guidelines for Publication in
The 7th National and International Research Conference 2024: NIRC VII 2024
(Using the BCG Model to
Drive Social Power toward Value Creation Via Creative Economy)
15th February 2024
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1. Submit the full manuscript in the form of Microsoft Word file (.doc) with Microsoft Office Word 2010 or later via e-mail: nircbu@bru.ac.th
2. The article submitted for publication must be in the main subject category of NIRC VII 2024.
3. The length of the manuscript is 8-10 pages including pictures, tables, references, and appendices (if any) of A4 paper.
4. The page setting is to be 1.5 inches for the top and left margin, and 1 inch for the bottom and right margin with a single space.
5. Font
 - 5.1 The font used for the article is Angsana New arranged in a single column.
 - 5.2 Title of the article is in both Thai and English typed in bold, using 16 point font size, centered on the page. For English title, capitalize the first letter for keywords.
 - 5.3 Name-surname of the author(s) (Research team/advisors) are in both Thai and English, and use the number to label the author's name typed in bold, using 14 point font size, centered on the page.
 - 5.4 Author affiliation is on the line below the researcher's name (in case of different affiliations, use different numbers and put a mark * for the author), typed in bold, using 12 point font size, aligned to the right side of the page.
 - 5.5 The topics must be in bold. The content uses normal thin fonts.
6. The submitted article must not have been published in any other journal nor is being considered by experts for publication in other journals.
7. The article must contain an abstract in both Thai and English. The length is no more than one A4 page or 150-250 words for Thai abstracts and 150-200 words for English abstracts. In the case of an article published in English, only English abstracts are required.
8. Author must comply with the document citation system and guidelines for submitting academic articles or research articles for publication in NIRC VII 2024 strictly.

9. The articles submitted for publication will be peer reviewed by two experts in relevant fields.

10. The results of the selection of articles for publication in NIRC VII 2024 are subject to the editor's resolution as final.

11. For the articles that are not considered for publication, the editorial team will inform the author, but the manuscript will not be returned to the author.

12. Author(s) (Researchers/research team) must provide a brief personal information in English in the last section of the article after the reference by specifying the prefix of the name (Mr./Mrs./Miss), academic position (Assistant Professor/Associate Professor/Professor) (if any), Doctoral degree (Dr.) (if any) along with complete address information including postal code, fax, and e-mail. In the case of a master's degree or doctoral degree student, only student information is required without having to specify the information of the advisor.

Article Components

Academic Article

For academic articles, the issues that are needed to be presented should be pointed out clearly with an appropriate sequence of content. An academic article should contain the following components:

1. **Title** should be short, concise, and clear in meanings. The title should be a phrase not a sentence. It is required to have both Thai and English titles which has no more than 8-15 words by typing the title in Thai first followed by the title in English on the next line. In the case of articles published in English or other foreign languages, only English title should be provided.

2. **Abstract** should summarize the content of the article clearly. An abstract is required both Thai and English in which the Thai abstract should come first, followed by the English abstract. The length should not exceed one A4 page or 150-250 words for Thai abstracts and 150-200 words for English abstracts. In the case of an article published in English, only English abstracts are required.

3. **Keyword** should be specified based on the content suitable for use as a search term in the database system. The keywords should be placed next to the abstract and written in both Thai and English which is no more than 3-5 words. In the case of an article published in English, only English keywords should be included.

4. **Introduction** presents the basic information of the content including specifying the content scope of the article.

5. **Body of text** indicates the main content of the article. It is divided into sub-issues and the topics are sorted according to the details of the content.

6. **References** as the in-text citation should be provided in the form of the Author-Year system according to APA (American Psychological Association) 7th edition and all references appearing in the article must be listed in the References at the end of the article.

Research Article

The research findings should be presented systematically. The research article has the following components:

1. **Title** should be short, concise, and clear in meanings. The title should be a phrase not a sentence. It is required to have both Thai and English titles which has no more than 8-15 words by typing the title in Thai first followed by the title in English on the next line. In the case of articles published in English or other foreign languages, only English title should be provided.

2. **Abstract** should summarize the content of the article clearly. An abstract is required both Thai and English in which the Thai abstract should come first, followed by the English abstract. The length should not exceed one A4 page or 150-250 words for Thai abstracts and 150-200 words for English abstracts. In the case of an article published in English, only English abstracts are required.

3. **Keyword** should be specified based on the content suitable for use as a search term in the database system. The keywords should be placed next to the abstract and written in both Thai and English which is no more than 3-5 words. In the case of an article published in English, only English keywords should be included.

4. **Introduction** indicates the importance of the problem studied, the relevant literature and the overall benefits that will arise from the research findings.

5. **Research objectives** should be clearly specified that reflect the overall picture of the research.

6. **Methodology** the research method should be specified that covers the sample, research instruments, data collection process, and statistics used for analyzing the data.

7. **Result** obtained from data analysis that are consistent with the research objectives should be presented.

8. **Discussion and Conclusion** should be elaborated by referring to various theories to support the research findings or reasonable disagreements and summarize the results of the research.

9. **Suggestions** should provide guidelines for utilizing research results and suggestions that are beneficial to future research studies.

10. **Acknowledgement (if any)**

11. References as the in-text citation should be provided in the form of the Author-Year system according to APA (American Psychological Association) 7th edition and all references appearing in the article must be listed in the References at the end of the article.