

Articles

Research Articles

- 1 Work Performance Efficiency Based on IES 3 Professional Accounting Skills of Treasury Registrars under District Government Offices in the Central Region
Authors: Porhathai Chaivet and Naruchol Thanachitchai..... 1
- 2 Service Satisfaction of the Student Loan Fund Office at Nakhon Ratchasima College
Authors: Kannika Intarachatorn and Bunma Imwiset..... 11
- 3 Ai Mension 2.2: A Comparative Evaluation Framework for Print-Ready 3D Model Generation from 2D Images
Authors: Waris Rattananimit, Thitikorn Suthiapa, Verathian Khianmeesuk and Jenjira Santaw..... 23
- 4 A Comparative Study of the Marketing Mix and Hotel Guests' Decision-Making in Sung Noen District, Nakhon Ratchasima Province
Authors: Juralak Siriwisit and Naruchol Thanachitchai 36
- 5 Botare Content Engine: A Process Innovation Framework for Integrated Marketing Strategy Formulation
Authors: Verathian Khianmeesuk, Thitikorn Suthiapa, Chariya Sricharoon and Arphatsara Klakasikit..... 47

Academic Articles

- 6 Bridging the Gap: Learning from South Korea's KOCCA Model to Build a Concrete Public-Private Partnership Framework for Soft Power Promotion in Thailand
Authors: Sahaparp Porkatong, Pasu Jayavelu and Sunisa Treesuwan..... 56
- 7 Integrating Circular Economy and Blockchain Technology for Sustainable Supply Chain Development in Thai Modern Retail: A Literature Synthesis and Future Research Agenda
Authors: Pamorn Sakullertwattana, Phitchaya Wannaphongcharoen and Baramee Wannaphongcharoen..... 66