

<b>Content</b>	<b>Page</b>
Factors Affecting Flight Attendants' Performance While Performing Safety Emergency Procedures and Wearing Personal Protective Equipment (PPE) During the COVID-19 Pandemic <i>Chotika Punpookboon</i> .....	3
The Feasibility Study for the Investment Project in Production Processed Chicken: A Case Study <i>Pornsawan emampai and Thanyaphat muangpan</i> .....	19
An Empirical Analysis of the Determinants of the P/E Ratio A Case Study of China's Media Industry <i>Hanxin Zhang</i> .....	37
The Effects of Perception of Utilitarian, Hedonic and Social Values on User Engagement in Audio-Based Social Platforms <i>Apipol Penkitti and Laddawan Lekmat</i> .....	59
Factors Determining Exchange Rates between Thai Baht and US Dollar as well as Thai Baht and Chinese Yuan under President Donald Trump's Administration <i>Wanrapee Banchuenvijit</i> .....	79
The Study of Technology Competence, Transforms Leadership, and Digital Resiliency Impact on Thailand SMEs Business During COVID-19 <i>Unchalee Thoopkerd and Akachai Apisakkul</i> .....	91
A New Paradigm for Perceived Values on Luxury Products - A Study of Four Thai Generations <i>Ka Tat Nixon Chen</i> .....	137
Management Competencies of Selected Family Owned SMEs in NCR: Basis for Development of Filipino Succession Planning Framework <i>Ronald Cuevas Catapang</i> .....	159
Understanding Ethnic Tourists and Implications for Tourism Development <i>Chatarin Subying, Chanin Yoopetch, Chaichana Ampornklinkaew and Ornlatcha Sivarak</i> .....	181
Family Ownership Levels Influencing the Profitability of Family Companies Listed on the Stock Exchange of Thailand <i>Tassawun Wongwieng</i> .....	201
Guide for authors .....	213