

Content	Page
Motor Insurance in Phnom Penh, Cambodia <i>Heal Pem and Vichitthamaros Preecha</i>	3
Innovative Approach to Managing Small and Medium Scale Enterprises in the Covid-19 Era and Beyond: A Systematic Review <i>Mirhiga Peter Okuwhere and Simon Ayo Adekunle</i>	21
The Impact of Customers' Perceived Values on Repurchase Intention of Shabu Shabu Buffet Restaurant Service: Untangling the Influence of Perceived Emotional, Social, Price, and Quality Values <i>Wirasinee Pramkaew, Prapimpun Limsuwan and Alisa Sony</i>	41
The Effects of Business Risk on Performance of Listed Firms in The Consumer Products Industry Group in The Stock Exchange of Thailand <i>Rinrada Sangbua and Wanrapee Banchuenvijit</i>	61
Factors Affecting Purchase Intention of Internet Financial Products of Chinese College Students in Bangkok: The Case of Yu' e bao <i>Napawan Kananurak, Feifeng Chen and Siriphan Wongintavung</i>	83
Factors Affecting Decision Making to Select Successors of Family Businesses in Thailand <i>Polvasut Mahaiamsiri, Piraphong Foosiri, Kawin Chuaikaew, Sivanart Phongvisit and Rawida Wiriyakitjar</i>	103
Investigating Consumer Behavior Changes in Response to Fuel Price Fluctuations Among Employees in Parañaque City, Philippines <i>Chrischelle Alyanna S. Guerrero, Ronald C. Catapang, Hermielyn S. Catalan, Lodilyn D. Dagami and Juliana Joy Torres</i>	121
Service Quality and Customer Switching Behaviour in Nigerian Mobile Telecommunications Sector <i>Babatunde Musiliu Abina and Oluseyi Ajayi</i>	133
A House of Innovation Model for Transgenerational Family Business <i>Phannaphatr Savetpanuvong</i>	155
Entrepreneurial Capability and the Influence of Family Businesses in the Thai economic system <i>Akachai Apisakkul and Sirirath Boonrugs</i>	175
Guide for authors	189

