**ชื่อเรื่องภาษาไทย (TH Sarabun New, 18 pt, ตัวหนา, ยาวไมเกิน 2 บรรทัด)**

**ขอบกระดาษ (1 นิ้ว ทั้ง 4 ด้าน)**

**(Top 2.54 cm, Bottom 2.54 cm, Left 2.54 cm, Right 2.54 cm)**

**รูปแบบการเตรียมต้นฉบับบทความวิจัย**

**การประชุมวิชาการ**

**ชื่อเรื่องภาษาอังกฤษ (ขึ้นต้นทุกคำด้วยอักษรพิมพ์ใหญ่ยกเว้นคำบุพบท)**

ชื่อ นามสกุล\*

Full name\*

**(TH Sarabun New, 14 pt, ใช้เครื่องหมาย \* ตัวยก หลังนามสกุล)**

ที่อยู่หน่วยงานที่สังกัด อีเมล (TH Sarabun New, 14 pt)

**ชื่อ นามสกุล\*\***

**Full name\*\***

ที่อยู่หน่วยงานที่สังกัด อีเมล (TH Sarabun New, 14 pt)

**(TH Sarabun New, 14 pt, ใช้เครื่องหมาย \*\* ตัวยก หลังนามสกุล)**

**ตัวอย่าง**

**ปัจจัยที่ส่งผลต่อการตัดสินใจซื้อผลิตภัณฑ์ที่เป็นมิตรต่อสิ่งแวดล้อมของผู้บริโภคเจนเนอเรชั่นซี ในกรุงเทพมหานคร**

**Factors Influencing the Decision-Making of Generation Z Consumers in Bangkok Toward Environmentally Friendly Product**s

สมชาติ รักไทย\*

Somchart Rukthai

หลักสูตรบริหารธุรกิจมหาบัณฑิต สาขาวิชาการตลาดดิจิทัล มหาวิทยาลัยธุรกิจบัณฑิตย์ \*

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ลีลา เตี้ยงสูงเนิน\*\*

Leela Tiangsoongnern

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ผู้ช่วยศาสตราจารย์สาขาวิชาการตลาด ปริญญาเอก และอาจารย์ที่ปรึกษา\*\*

Assistant Professor in Marketing, Ph.D., Advisor

อีเมล : [leela.tin@dpu.ac.th](mailto:leela.tin@dpu.ac.th)

**บทคัดย่อ (TH Sarabun New, 16 pt, ตัวหนา)**

เนื้อหา (TH Sarabun New, 16 pt, Exactly at 16 pt, ย่อหน้า 0.5 นิ้ว) เขียนเพียง 1 ย่อหน้า และ

ไม่มีการเขียนอ้างอิงในส่วนของบทคัดย่อ

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**คําสําคัญ: 4-5 คำ (TH Sarabun New, 16 pt, ตัวหนา)**

**Abstract (TH Sarabun New, 16 pt, ตัวหนา)**

เนื้อหาบทคัดย่อ (TH Sarabun New, 16 pt, Exactly at 16 pt, ย่อหน้า 0.5 นิ้ว) ) ) เขียนเพียง 1 ย่อหน้า และไม่มีการเขียนอ้างอิงในส่วนของบทคัดย่อ

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**Keywords: 4-5 คำ (TH Sarabun New, 16 pt, ตัวหนา)**

keywords เป็นตัวพิมพ์เล็กทั้งหมด ยกเว้นชื่อคน ชื่อสถานที่ และคำศัพท์เฉพาะ (technical term)

**บทนำ (TH Sarabun New, 16 pt, ตัวหนา)**

บทนำสามารถเขียนได้มากกว่า 1 ย่อหน้า โดยอธิบายถึงที่มา (ตัวอักษร TH Sarabun New, 16 pt, Exactly at 16 pt, ย่อหน้า 0.5 นิ้ว) ................................................................................................................................................................

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**คำถามและวัตถุประสงค์ (TH Sarabun New, 16 pt ตัวหนา)**

1. ....................................................................(TH Sarabun New, 16 pt)

2. ....................................................................(TH Sarabun New, 16 pt)

**ทบทวนวรรณกรรมและการพัฒนาสมมติฐาน (TH Sarabun New, 16 pt ตัวหนา)**

(ตัวอักษร TH Sarabun New, 16 pt, Exactly at 16 pt, ย่อหน้า 0.5 นิ้ว) ................................................................................................................................................................

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**ระเบียบวิธีวิจัย (TH Sarabun New, 16 pt ตัวหนา)**

(ตัวอักษร TH Sarabun New, 16 pt, Exactly at 16 pt, ย่อหน้า 0.5 นิ้ว)

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**หัวข้อย่อย**

ถ้าผู้เขียนต้องการเขียนหัวข้อย่อย ให้ทำตัวหนา แต่ต้องไม่ชิดขอบเป็นแนวเดียวกับหัวข้อหลัก

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**ผลการวิจัย (TH Sarabun New, 16 pt ตัวหนา)**

(ตัวอักษร TH Sarabun New, 16 pt, Exactly at 16 pt, ย่อหน้า 0.5 นิ้ว)

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**หัวข้อย่อย**

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**ตารางที่ 1** .........................................................

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| --- | --- | --- | --- |
| **No.** | **Heading 1** | **Heading 2** | **Heading 3** |
| 1 | Data 1.1 | Data 1.2 | Data 1.3 |
| 2 | Data 2.1 | Data 2.2 | Data 2.3 |
| 3 | Data 3.1 | Data 3.2 | Data 3.3 |
| 4 | Data 4.1 | Data 4.2 | Data 4.3 |

**ข้อแนะนำ**

1. ตารางควรวางใกล้ตำแหน่งที่มีการกล่าวถึงเป็นครั้งแรก
2. ตารางควรจัดตัวอักษรให้อยู่ตรงกลาง
3. เส้นตารางใช้เฉพาะแนวนอน

**หัวข้อย่อย**

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..................................................................................................................................................... (ภาพที่ 2)

**ภาพที่ 2** ภาพควรวางใกล้ตำแหน่งที่มีการกล่าวถึงเป็นครั้งแรก

**สรุปผลการวิจัย** **(TH Sarabun New, 16 pt ตัวหนา)**

(ตัวอักษร TH Sarabun New, 16 pt, Exactly at 16 pt, ย่อหน้า 0.5 นิ้ว) ................................................................................................................................................................

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**อภิปรายผลการวิจัย (TH Sarabun New, 16 pt ตัวหนา)**

(ตัวอักษร TH Sarabun New, 16 pt, Exactly at 16 pt, ย่อหน้า 0.5 นิ้ว)

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อภิปรายผลการวิจัยสามารถเขียนได้มากกว่า 1 ย่อหน้า และสามารถมีหัวข้อย่อยได้ โดยอธิบายว่าทำไมจึงได้ผลการวิจัยเป็นเช่นนั้น สอดคล้องหรือไม่สอดคล้องกับงานวิจัยก่อนหน้านี้หรือไม่อย่างไร อธิบายถึงประโยชน์ การประยุกต์ใช้ ปัญหาและอุปสรรค หรือโจทย์วิจัยที่จะต่อยอดจากงานวิจัยครั้งนี้ เป็นต้น

**ข้อเสนอแนะและงานวิจัยในอนาคต (TH Sarabun New, 16 pt ตัวหนา)**

(ตัวอักษร TH Sarabun New, 16 pt, Exactly at 16 pt, ย่อหน้า 0.5 นิ้ว) ................................................................................................................................................................

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**เอกสารอ้างอิง ใช้รูปแบบการอ้างอิงทั้งภาษาไทยและภาษาอังกฤษที่เป็นระบบ**