

Conference Proceedings Submission Guidelines
The 17th Hatyai National and International Conference
Friday, May 15, 2026

1. **Full Paper Guidelines**

Thai and English manuscripts must be submitted as a Microsoft Word for Windows file only. The manuscript should be written in an A4-size paper, using TH SarabunPSK, 16 points, except where noted below. The full paper, including images and tables, should not exceed 10 pages and consist of the following:

1.1 **Title** should be written in both Thai and English. (font 18 points and bold)

1.2 **Authors' names** should be written in both Thai and English (font 16 points bold) and marked by a number in superscript and in numerical order according to the proportion of each researcher's contribution. An asterisk should be placed at the end of the main author's name.

1.3 **Affiliation** where all authors can be contacted, should be specified. (14 points regular)

1.4 **Corresponding author's email** should be specified. (14 points regular)

1.5 **Abstract** (font size 16 bold and contents regular)

1.6 **Keywords** should be written in Thai and English. The number of keywords should be in the range of 3 to 5 words. (font size 16 bold and content regular)

1.7 **Introduction** (font size 16 bold and contents regular)

1.8 **Objectives** (font size 16 bold and contents regular)

1.9 **Literature, Theories, and Conceptual Framework** (if available) It should be written briefly.) (font size 16 bold and contents regular)

1.10 **Research Methodology** should be written briefly. (font size 16 bold and contents regular)

1.11 **Findings** (font size 16 bold and contents regular)

1.12 **Discussion** (font size 16 bold and contents regular)

1.13 **Acknowledgement** (If available) (font size 16 bold and contents regular)

1.14 **References/Bibliography** (font size 16 bold and contents regular)

Guides to writing citations and references

1. Reference

The manuscript should be prepared in APA (American Psychological Association) style enumerated below:

1.1 In-Text Citation - Signal Phrase

The text is introduced by a signal phrase that contains the author's last name and followed by the publication year in parenthesis.

For example,

Sayarakwit (2019) argues that we can change our habits, . . .

... Gartner et. al. (1990) stated that the educational concept is an entrepreneur . . .

1.2 In-Text Citation - Parenthetical Phrase

The citation is placed at the end of the statement in parenthesis, consisting of the author's last name and followed by publication year and/or page number.

For example,

In some cases, vaccination caused illness rather than preventing the diseases. (Taylor, 2019)
Early onset results in a more persistent and severe course (Kessler, 2003)

The Summary Table of In-Text Citation

Numbers of Author	First Citation (Signal Phrase)	Subsequent Citation (Signal Phrase)	First Citation (Parenthetical Phrase)	Subsequent Citation (Parenthetical Phrase)
1 author	Walker (2007)	Walker (2007)	(Walker, 2007)	(Walker, 2007)
2 authors	Walker and Allen (2004)	Walker and Allen (2004)	(Walker & Allen, 2004)	(Walker & Allen, 2004)
3 authors	Bradley, Ramirez, and Soo (1999)	Bradley et al. (1999)	(Bradley, Ramirez, & Soo, 1999)	(Bradley et al., 1999)
4 authors	Bradley, Ramirez, Soo, and Walsh (2006)	Bradley et al. (2006)	(Bradley, Ramirez, Soo, & Walsh, 2006)	(Bradley et al., 2006)
5 authors	Walker, Allen, Bradley,	Walker et al. (2008)	(Walker, Allen, Bradley, Ramirez, & Soo, 2008)	(Walker et al., 2008)

	Ramirez, and Soo (2008)			
6 or more authors	Wasserstein et al. (2005)	Wasserstein et al. (2005)	(Wasserstein et al., 2005)	(Wasserstein et al., 2005)

****Note**

All in-text citations must appear in the list of references or bibliography and vice versa.

2. References or Bibliography

Reference List: Author/Authors

1) For one to seven authors, used the last name and initials, m separated with a comma. Use the ampersand [&] instead of “and”.

1.1) Single author

- Girard, J. B.
- Deming, D.

1.2) Two author

- William, R., & Sales, B. D.
- Guimard, P., & Florin, A.

1.3) Three to seven authors

- Keller, T. E., Cusick, G. R., & Courtney, M. E.
- Cadigan, J., Schmitt, P., Shupp, R., & Swope, K.
- Smith, T., Rana, R. S., Missiaen, P., Rose, K. D., Sahni, A., Singh, H., & Singh, L.

2) If there are eight authors or more, only six authors will appear in the reference, followed by ellipsis (. . .). One space should be placed after each period (. . .). The last author will be followed by (. . .).

For example

- Wolshick, S. A., West, S. G., Sandler, I. N., Tein, T. Y., Coatsworth, D., Lengua, L., . . . Griffin, W. A.
- Gilbert, D. G., McClernon, J. F., Rabinovich, N. E., Sugai, C., Plath, L. C., Asgaard, G., . . . Botros, N.

Guide to References

Books

Author, A. A. (Year of publication). Title of work: Capital letter also for subtitle. Location: Publisher.

Lewe, W. (2009). *Orthopedic Massage: Theory and technique* (2nd ed.). Edinburgh: Mosby Elsevier.

Stock, G., & Campbell, J. (Eds.). (2000). *Engineering the human genome: An exploration of the science and ethics of altering the genes we pass to our children*. New York: Oxford University Press.

Article or Chapter in an Edited Book

Author, A. A., & Author, B. B. (Year of publication). Title of chapter. In A. A. Editor & B. B. Editor (Eds.), Title of book (pages of chapter). Location: Publisher.

Haybron, D. M. (2008). Philosophy and the science of subjective well-being. In M. Eid & R. J. Larsen (Eds.), *The science of subjective well-being* (pp. 17-43). New York, NY: Guilford Press.

Articles in Periodicals

Author, A. A., Author, B. B., & Author, C. C. (Year). Title of article. Title of Periodical, volume number (issue number), pages. <https://doi.org/xx.xxx/yyyy>

Bakker, A. B., & Schaufeli, W. B. (2008). Positive organizational behavior: Engaged employees in flourishing organizations. *Journal of Organizational Behavior*, 29(2), 147-154.

Dissertation

Author, F. N. (Year). Title of dissertation (Unpublished doctoral dissertation). Name of Institution, Location.

Caprette, C. L. (2005). Conquering the cold shudder: The origin and evolution of snake eyes (Doctoral dissertation). Ohio State University, Columbus, OH.

Research Report

Author, A. A. (year). Research Title. (Research Report). Location: Publisher.

Chitnomrath, T. (2011). A study of factors regarding firm characteristics that affect financing decisions of public companies listed on the stock exchange of Thailand (Research report). Bangkok: Dhurakij Pundit University.

Symposium

Contributor, A. A., Contributor, B. B., Contributor, C.C., & Contributor, D. D. (Year, Month). Title of the contribution. In E. E. Chairperson (Chair), Title of symposium. Symposium conducted at the meeting of Organisation Name, Location.

Majid, S. (2005, July 11-13). Library and information education in Singapore. In D.P. Rachamanata (Chair), Workshop on issues and challenges in developing professional LIS

Education and Training in Indonesia within the ASEAN region. Organized by the National Library of Indonesia, Indonesia.

Electronic Resources

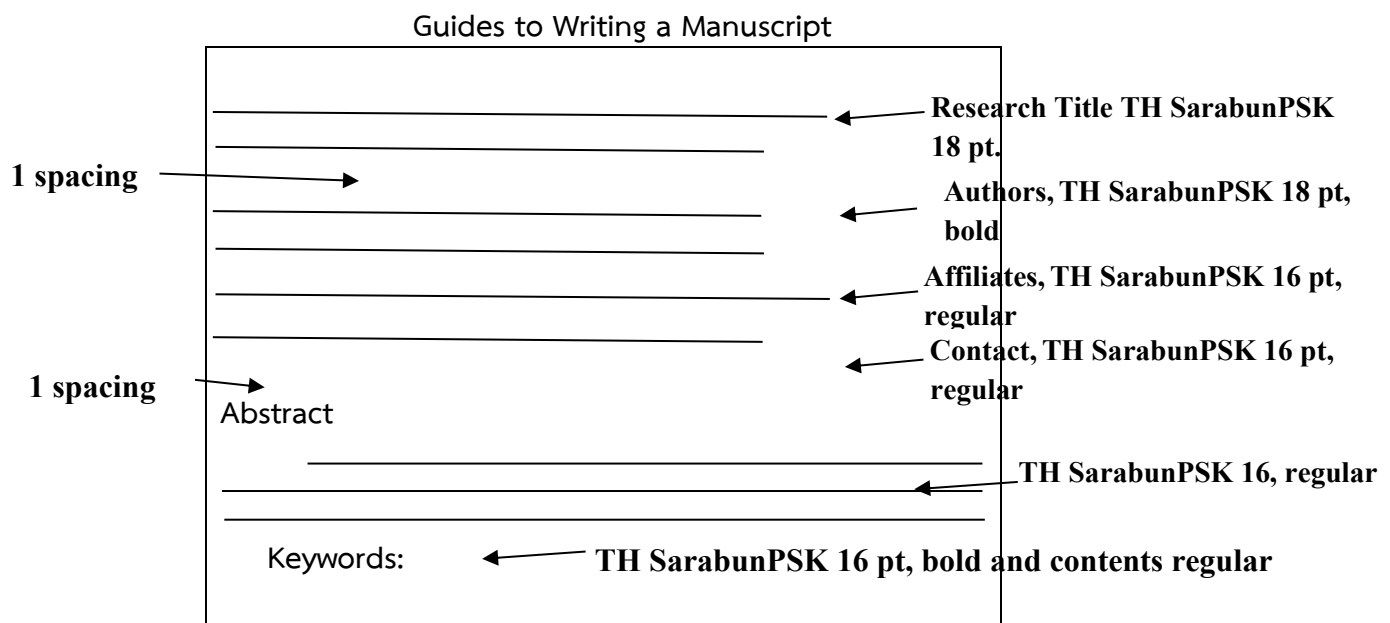
Author, B. B. (Year). Title of page. Retrieved from <https://www.someaddress.com/full/url/>

Wong, A. W. (2009). Pregnancy postpartum infections. Retrieved from <http://emedicine.medscape.com/article/796892-overview>

Magazine and Newspaper

Author, B. B. (Date/Month/Year). Article title. Name of the magazine, page.

Kluger, J. (2008, January 28). Why we love. *Time*, pp. 54-60.



Paper Margin

Top margin 1.25 inches, left margin 1.25 inches, right margin 1 inch, and bottom margin 1 inch.

Full Paper Preparation

1. If the author is a student, he or she should be identified as a candidate. An academic titleholder should specify his or her academic title; for example, Asst. Prof., Assoc. Prof., and Prof.
2. The introduction should not exceed 50 percent of a page.
3. A number of paragraphs should be appropriate.
4. Unnecessary listing is not recommended.
5. The introduction and discussion should be congruent with the research issue.
6. The author should revise and proofread his or her paper carefully before submission.

7. The paper length should not exceed 10 pages on A4-size paper (including tables)

Full Paper Submission

Presenters must sign up for the 17th Hatyai National and International Conference by uploading their paper as a Microsoft Word document. Send it to <http://www.hu.ac.th/conference>.

Guidelines for Oral Presentation

1. An oral presentation will be 20 minutes, consisting of a 15-minute presentation and a 5-minute Q&A session.
2. It is advised that presenters use MS PowerPoint in pdf. file or Canva in pdf. The PowerPoint file should be sent to <dric@hu.ac.th> by May 13, 2026. Special fonts should be embedded in the file to prevent font errors.
3. A panel discussion will be conducted by two experts in each presentation room. The secretary is in charge of timing.