

## EDITORIAL

This issue covers ten articles concerned with business and administration in Asian countries. In detail, the first article is *Proactive internal audit strategy and firm performance: Empirical evidence from Thai-listed firms*. The authors investigate the effect of proactive internal audit strategies (PIAS) on firm performance in response to ever-changing economic environments. This includes the major factors such as internal audit system integration, participative internal audit, comprehensive business risk assessment, and advanced internal audit technology application. In article two, *Dark tourism: Push-pull motivations, satisfaction experience and post behavioral intention – sites of death rail way tragedy Kanchanaburi province, Thailand*. The aims of this study were to investigate “push and pull” motivations, satisfaction experience, and post behavioral intention of visitors at the war memorial sites of the WWII Death Railway museums and cemeteries in Kanchanaburi and also, to understand the motivational factors and combine these into travel and marketing program. In article three, *Human resource management role affecting sustainable management: A case study of oil and gas company in Thailand*. The authors investigated the level of sustainable management and human resource management role affecting sustainable management in an Oil and Gas company in Thailand. This includes the major factors such as values and ethics, recruitment, compensation, development and engagement. In article four, *Why PhD students at a private university Thailand delay completing their doctoral dissertation or drop out*. This study was conducted through a review of the literature and anecdotal evidence to view the nature of problems of drop-out or delay completion of a PhD. In article five, *Strategic organizational flexibility capability and business survival: An empirical investigation of tour businesses in Thailand*. The authors investigated the relationship between strategic organizational flexibility capability as a key success factor for organization and business survival in fluctuating business environments through the mediating role of organizational adaptation, organizational excellence, organizational value creation, and business performance. In article six, *A study of factors that affect consumer’s attitude toward a “Skippable in-stream ad” on youtube*. The authors investigated the factors affecting consumer’s attitude toward a “skippable in-stream ad” on YouTube to understand consumer’s attitude toward advertising which is imperative for marketers and advertisers. In article seven, *OD interventions to develop commitment and engagement in software development teams*. The authors explored OD interventions to develop commitment and engagement in a software development company. This article presents the business practices, processes, and recommendations

related to commitment and engagement. In article eight, *Strategic organizational knowledge orientation and firm performance: An empirical research of beverage businesses in Thailand*. The authors investigated the relationship between dimensions of strategic organizational knowledge orientation (SOKO), one of the most valuable strategic assets for an organization, and its impact on organizational creativity, new idea generation, organizational innovation, business competitiveness and firm performance. In article nine, *The influences of store atmosphere on purchase intention toward a fast fashion brand in Bangkok*. The authors investigated how store atmosphere influences purchase intention in fast fashion brands in Bangkok to provide important managerial implications to enhance sustainability and profitability in fast fashion industry. In article ten, *Organizational climate affecting organizational commitment of employees in an automotive parts manufacturing factory in Amatanakorn industrial estate in Chonburi province*. The authors investigated the level of organizational commitment and organizational climate that affect the organizational commitment of employees in an automotive parts manufacturing factory in Amatanakorn industrial estate in Chonburi province, Thailand. This includes the major factors such as organization structure, communication, leadership, teamwork, and work environment.

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