

## EDITORIAL

This issue covers fourteen articles which are significantly related to business administration in Asian countries. In detail, the first article is *Internal audit intelligence and firm success: evidence from Thai-listed firm*. The authors investigated the relationships among five dimensions of internal audit intelligence: best internal audit concept, internal audit knowledge well-roundedness, internal audit skepticism focus, internal audit ethics awareness, and internal audit excellence mindset that impacted on firm success through the mediating influences of internal audit planning effectiveness, best internal audit practice, and internal audit review efficiency. In article two, *A study on purchase intention of a Thai automobile repair center*. The authors studied the effects of brand awareness, convenience, perceived quality, and word of mouth on customer purchase intention of P automobile repair center in order to retain customers and generate more revenues. In article three, *Customer service flexibility strategy and service performance: Evidence from cosmetic plastic surgery business in Thailand*. The authors examined five dimensions of customer service flexibility strategies: customer adaptation focus, customer response awareness, individual demands concerns, participation-based service orientation, that were related to service choices emphasis, service outcomes, and service performance of cosmetic plastic surgery businesses in Thailand. In article four, *An influence of E-WOM and a moderating role of brand attitude on IT product purchase intention in Bangkok, Thailand*. The authors examined the behavioral intention of Bangkokian in perceiving and processing the information through online media before purchasing IT products. In article five, *Alternative marketing strategy and marketing survival: Evidence from instant foods and convenience foods business in Thailand*. The authors investigated the impact of alternative marketing strategies: spirituality marketing orientation, social business enterprise focus, buyer-seller relationship capability, customer knowledge-provided awareness, and technology-based marketing implementation on marketing survival. In article six, *Thai hotel classification: A cluster analysis based on entrepreneurial marketing characteristics*. The authors explored the clusters of Thai hotels based on entrepreneurial marketing variables and the demographic characteristics of hotels and their managers. In article seven, *Strategic management renewal orientation and firm performance: An empirical investigation of information and communication technology business in Thailand*. The authors investigated the relationship of strategic management renewal orientation and firm performance through the mediating influences: business excellence, operational productivity, organizational achievement and organizational competitiveness. In article eight, *Out with the old-perception and in with the new-five senses research tourism and hospitality studies*. The author outlined and suggested the applications of five senses: sight, smell, taste, touch, and hearing, which it is argued, should be considered, measured and applied where appropriate in place of perception. In article nine, *Marketing flexibility orientation and marketing performance: An empirical investigation of information and communication technology business in Thailand*. The authors examined the effect of marketing flexibility orientation, which were marketing alliance enhancement, collaborative new product development, marketing knowledge integration, customer information exchange, stakeholder learning competency toward marketing outcomes. In article ten, *The factors impact attitude toward using and customer satisfaction with elderly health care mobile application services: A case*

*study of people in Bangkok metropolitan, Thailand.* The authors investigated the factors consisting of usefulness, ease of use, playfulness, and compatibility affecting attitude toward using and customer satisfaction with health mobile application service. In article eleven, *The impact of employee commitment orientation on firm performance: Evidence form software businesses in Thailand.* The authors examined the relationship of employee commitment orientation and firm performance. Organizational outcomes were more particular, including organizational citizenship behavior, organizational creativity, organizational innovation, organizational excellence, business competitiveness and firm performance. In article twelve, *An empirical study of the relationship between job-demand-control-support model, self-efficacy, burnout, informal learning, and job performance: A case of employees in the Thai banking sector.* The authors aimed to fulfill the gap from previous research to investigate that job demands- control-support model, and self- efficacy were related to burnout in employees as well as promoted personal development informal learning on the job. In article thirteen, *Succession planning in family firms in Thailand: A gender-based analysis.* The authors investigated whether predecessor (firm leader) gender made a difference in the comprehensiveness or perceived success of the succession planning in family firms, Thailand. In article fourteen, *The products' factors affecting purchase intension: A case study of condominium in Bangkok, Thailand.* The authors investigated the effect of product's factors consisting of product quality, service quality, brand image, and product design of condominium on purchase intention of condominiums in Bangkok.

Trend of the research in business mostly focus on the applicable of Digital Technologies to enhance abilities of business to compete under rapidly change of the society members' behavior. Many variables related to the Internet, Websites, Online social medias were included to many research also.

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