

EDITORIAL

This issue covers seven articles and one book review concerned with business and administration in Asian countries. In details, the first article is a study on the workplace happiness in express international shipping service provider. The study is based on the level of workplace happiness in express international shipping service provider and to study the factors affecting workplace happiness in express international shipping service provider. From the analysis, the workplace happiness in express international service provider was at high level, whereas employment condition, communication, working relationship, job characteristics, and organizational culture could affect workplace happiness in express international service provider at statistical significance level of .01.

Article two relates to the factors affecting on customers purchase intention of white kidney bean products. A study of factors that affect the purchase intention include health consciousness, perceived product knowledge, perceived product quality, perceived product price, and subjective norm. The result affirmed that all the factors are effect in purchase intention of white kidney bean product which is perceived product knowledge is the highest effect and perceived product quality is the lowest effect on purchase intention of white kidney bean product.

Article three relates to an international student-induced VFR travel in Thailand-a perspective of host. The purpose of this study is to explore the impacts on hosts caused by VFR travel and the further opportunities of tourism in Thailand linked with international student-induced VFR travel.

Article four involves an empirical study of factors influencing on workers' purchase intention towards organic diet capsule in Bangkok, Thailand. As the result, the most influencing factor is external perceived behavior and it shows that health consciousness, green brand positioning, green brand knowledge, attitude toward purchasing green apparel products, subjective norm, and external perceived behavioral control have significant influence on purchase intention toward Organic Diet Capsule in Bangkok, Thailand.

Article five explains the factors affecting communication competency of operative employees: a case of plastic parts manufacturer. The research findings identify that the communication competency of operative employees was at high level and performance evaluation, compensation, and training could affect communication competency of operative employees at statistical significance level of .01.

Article six involves assessing online learners' academic self-efficacy in a symbiotic learning environment. A true experimental pretest-posttest research study has revealed that online learners who were immersed in a socially rich symbiotic learning environment throughout an online course demonstrated a significant increase in their academic self-efficacy and reached a higher level of self-efficacy compared to students in the control group.

Article seven emphasizes on the importance of networking behaviors and network resources to achieve sustainable competitive advantage of SMEs in Myanmar (Yangon). In this research, the relationship between owner-managers' networking behaviors and network resources, and network resources and sustainable competitive advantage of SMEs in

Myanmar (Yangon) are examined. The paper provides the importance of networking, network channels and resources in attaining sustainable competitive advantage of SMEs.

Book Review - Economic Value Added for Competitive Advantage: A Case of Indian Enterprises. This book provides a crisp and welcome addition to the literature on Strategy, Marketing and Business Accounting and is one of a series published by Cambridge Scholars to disseminate work of contemporary research scholars.

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