

EDITORIAL

This issue covers twenty-one articles. The first article titled “*Organization Development Interventions to Improve Leadership, Communication, Support, Career Development and Justice of Generation Y & Z: A Case Study of China*” aiming at identifying and prioritizing the Organization Development interventions to improve leadership, communication, training & development, support, and justice.

The second article titled “*The Effect of Coffee-mix Experience and Experience Quality through Perceived Value, Satisfaction towards Repurchase Intention in Myanmar*” aims to determine the factors influencing repurchase intention of coffee-mixed products in Myanmar.

The third article titled “*Establishing a Mindful Leadership Development Programs to Determine its Effectiveness in Reducing Employee Burnout and Improving Work Performance: A Case Study at Z&A Company, Myanmar*” aims to study to establish a Mindful Leadership Development programs to determine its effectiveness in reducing employee burnout and improving work performance at Z&A Company.

The fourth article titled “*Factors Impacting the Usage Intention of Learning Management System in Higher Education*” examines the factors impacting the usage intention of the Learning Management System (LMS) in higher education of Sichuan, China

The fifth article titled “*Action Research of Goal-Setting as ODI to Improve Employee Motivation, Engagement in Thai CCTV, Thailand*” intended to answer the question of how to make Thai Central Chinese Television Group (Thai CCTV) profitable while improving customer satisfaction.

The sixth article titled “*Post COVID-19: The Future of Hospitality and Tourism Industry after a Shift in Travel Priorities*” examined the recovery strategies for tourism businesses to rebuild the business volume after a shift in travel priorities in Thailand.

The seventh article titled “*An action research on developing intercultural competence of international virtual team*” investigates appropriate organization development interventions for developing intercultural competence of international virtual team.

The eighth article titled “*Vandalism Problems in Tourism: A Case Study of Bangkok, Thailand*” proposed to find out the views of tourism industry managers on the vandalism behavior exhibited by the tourists; understand various types of vandalism behavior exhibited by the tourists visiting Bangkok City; study the provision of adequate rules and regulations on-site to avoid vandalism behavior and formulate reasonable legislation to improve vandalism behaviour.

The ninth article titled “*Managerial Response to Hotel Guests’ Review in Bangkok*” aims to help hotel managers in Bangkok investigate what makes a good response. Since the research is limited to the hotel industry in Bangkok.

The tenth article titled “*A Study of the Factors Affecting Students’ Engagement in IPTC in HIU, China*” to examine the impact of academic motivation, self-efficacy, and performance on students’ engagement in IPTC (ideological and political theories courses) at a leading private university, Heilongjiang international university, located in the southeast of China.

The eleventh article titled “*Management Mechanism for Safeguarding of Musical Intangible Cultural Heritage Inheritors in Hunan, China*” aims to investigate the status of the protection and management mechanism for inheritors of musical intangible cultural heritage in Hunan Province, China.

The twelfth article titled “*Factors Affecting Satisfaction and Trust of Art Students in Senior High Schools in Chengdu*” aims to examine the factors affecting student satisfaction towards trust of 500 students in art education in senior high schools (grade 10-12) in Chengdu, China.

The thirteenth article titled “*Preventive Action and Control Measures Model of Critical Incident Management for COVID-19 Pandemic in University*” aims to present the details of the conceptual framework for the appropriate model and main components that are necessary of CIM, by showing relevance as a preventive action and control measures for Covid-19 in the long-term implementation.

The fourteenth article titled “*Factors Impacting Online Learning Usage during Covid-19 Pandemic Among Sophomores in Sichuan Private Universities*” examines factors impacting online learning usage among students in Sichuan private universities, China. The variables used to construct the conceptual framework are perceived ease of use, perceived usefulness, information quality, system quality, service quality, attitude toward using, satisfaction, behavioral intention and actual use.

The fifteenth article titled “*The Differences of Students Traits in Computer Science Program with the Perception of Using Laptops for Studying in Chengdu, Sichuan, China*” examined how students' disparities in computer science qualities affect their perceptions of using laptops for learning in a computer science program in Chengdu, Sichuan, China.

The sixteenth article titled “*Factors Affecting Student Satisfaction and Loyalty: A Case Study of Xihua University*” determines factors influencing student satisfaction and loyalty in higher education, using Xihua University in Chengdu, Sichuan province, China as a case study.

The seventeenth article titled “*Factors Influence Behavioural Intention in Cambodia Spa Industry*” investigates and tests the significance of key customer satisfaction influencing factors that lead to behavioral intention as perceived by spa customers.

The eighteenth article titled “*Refining Employee Turnover Intention through Organization Development Interventions: An Action Research on Water Filtration Enterprise in Bangkok*” aims to analyze employee turnover intention, to observe the determinants on employee turnover intention, and to develop organization development interventions to reduce employee turnover intention of sales department of a water filtration enterprise in Bangkok.

The nineteenth article titled “*Factors Influencing Perceived Ease of Use, Attitude and Behavioral Intention to Enhance ICT Learning Motivation in Higher Education in Cambodia*” evaluated the effects of perceived ease of use, attitude and behavioral intention to enhance ICT learning motivation in higher education in Cambodia.

The twentieth article titled “*Confirmatory Factor Analysis of Consumer Decision Making for Buying Coffee in Gas Stations in Bangkok Metropolitan*” aims to conduct confirmatory factor analysis of decision making for buying coffee in gas stations. The sample consisted of 493 consumers who buy coffee in gas stations in Bangkok Metropolitan Region.

The twenty-first article titled “*The Influence of Digital Social Responsibility on Brand Preference, Brand Admiration, and Purchase Intention: A cross-nation study*” investigates the impact of DSR on brand preference (BP), brand admiration (BA), and purchase intention (PI). It simultaneously examines the impact of nationality on DSR and purchase intention (PI).

The book review titled “*Understanding Power: The Indispensable Chomsky*” summarizes discussion between Noam Chomsky a renowned US based social critic and members of the public including academics through a large number of public fora held in many parts of the nation Numerous social issues such as waging wars in foreign lands, gender issues, income disparities, racial and gender issues, spanning many decades of the twentieth century.

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