

EDITORIAL

The AU-GSB e-Journal is a semiannually international journal publishing the finest peer-reviewed social science articles across the entire spectrum of academic fields. The AU-GSB e-Journal has been indexed in TCI – Thai Journal Citation Index Centre (Tired 2).

This issue covers twenty articles. The first article titled “Impact of External Technology Exploitation, Acquisition, and Employee Autonomy on Innovation Performance” aims to evaluate the impact of external technology exploitation, acquisition, and employee autonomy on innovative performance toward organizational performance and was conducted in Chiang Mai, Thailand.

The second article titled “The Parasocial Relationships Between Homosexual YouTubers and Their Followers That Affect Influencer Marketing” aims to examine the most important factor impacting the effectiveness of sponsored videos is the credibility of the influencer, and one of the drivers of this credibility is the parasocial relationship between the influencer and their followers.

The third article titled “Achieving Satisfaction and Loyalty of Teacher Training Major Students in Chuxiong, China” aims to investigate the factors influencing the satisfaction and loyalty of teacher training major students in Chuxiong Normal University.

The fourth article titled “Drivers of Attitudes toward Online Purchase Intention Among Residents of Taiyuan in China” aims to investigate the influencing factors of consumers’ attitudes towards online shopping and purchase intention in Taiyuan, Shanxi Province.

The fifth article titled “Learning Satisfaction of Online Art Education: A Case of Undergraduates in Public Colleges in Sichuan” aims to determine influencing factors of learning satisfaction of undergraduate students, majoring in online art education in public colleges in Sichuan Province, China.

The sixth article titled “Enhancing Online Learning with E-Guests: A Case Study of Postgraduate Design Students’ Behavioral Intention in Chongqing, China” aims to examine the factors influencing postgraduate design students’ behavioral intention to invite e-guests for online instruction in Chongqing, China.

The seventh article titled “The Assessment of Attitude and Behavioral Intention of E-Learning Among Art and Design Students of Chengdu Textile College in China” mainly studies the factors significantly impacting on perceived usefulness, attitude, and behavioral intention of e-learning in college education among art and design significant students at Chengdu Textile College of Sichuan Province in China.

The eighth article titled “Factors Impacting Male Students’ Behavioral Intentions to Purchase Mobile Reading Apps in Chengdu, China” aims to analyze the factors impacting male students’ behavioral intention to purchase mobile reading apps in Chengdu, China.

The ninth article titled “Students’ Continuous Intention to Use Online Learning for Art Education in Chongqing, China” aims to explore the factors influencing students’ continuous intention to use online learning for art education in Chongqing, China.

The tenth article titled “Factors Impacting Satisfaction and Loyalty of Students: A Case Study of a Public University in Shanxi, China” aims to explore the influencing factors of student satisfaction and loyalty among students majoring in natural science at public universities in Shanxi Province.

The eleventh article titled “Key Factors of Satisfaction and Behavioral Intention of Outpatients to Use Healthcare Services in Chengdu, China” aims to investigate the factors that impact outpatients’ satisfaction and behavioral intention to use healthcare services in hospitals in Chengdu, China.

The twelfth article titled “Factors Affecting Teacher Performance and Loyalty of National Training Program in Yunnan, China” aims to determine critical factors impacting teacher performance and loyalty in Yunnan, China. The conceptual framework presented cause-and-effect relationships between leadership, emotion, commitment, knowledge, climate, loyalty, and performance.

The thirteenth article titled “The College Students’ Behavioral Intention to Use Mobile Reading Apps in Sichuan, China” aims to investigate the college students’ behavioral intention to use mobile reading applications in Sichuan, China.

The fourteenth article titled “Assessing Behavioral Intention of Outbound Travelers’ Travel Bubbles Amid COVID-19 in Phnom Penh, Cambodia” aims to investigate the factors that influence the behavioral intention of outbound travelers to consider the travel bubbles amid COVID-19 in Phnom Penh.

The fifteenth article titled “Service Quality Aspects Influence on Student Satisfaction and Loyalty in Chongqing, China” aims to determine the factor affecting student satisfaction and student loyalty, which are faculty services, on-campus infrastructure, academic aspects, impact on university reputation, and access to university services.

The sixteenth article titled “Factors Influencing Consumer Satisfaction and Use Intention of B2C E-Commerce Platforms on Chengdu, China” explores the factors influencing the satisfaction and use intention of B2C e-commerce platforms among residents in Chengdu.

The seventeenth article titled “Getting Ready for Business Expansion: To Enhance Employee Motivation and Work Performance Through HR Management Practices, Emotional Intelligence and Initiating Organization Learning Culture: A Study of a Fintech Company in Myanmar” examines factors affecting of employees’ motivation and work performance in Myanmar.

The eighteenth article titled “How Do Undergraduate Students Adopt Online Learning in Chengdu, China During COVID-19?” examines the online learning adoption of college students in Chengdu, China based on based on the technology acceptance model (TAM) and the unified theory of acceptance and use of technology (UTAUT).

The nineteenth article titled “Factors Impacting Innovative Work Behavior of Employees at University in Yunnan, China” aims to explore the factors influencing psychological empowerment and innovative work behavior of college faculty in Yunnan Province.

The twentieth article titled “Sustainable Tourism Development: A Case Study of Western Island in China” aims to identify the impact of tourism development on the West Island from multiple dimensions, as well as the challenges that may be faced in the development process.

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