

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-two articles. The first article titled “Determinants of Brand Loyalty and Brand Equity in Personal Health Assistant Services for Hypertension Patients of a Private Hospital in Thailand” aims to investigate the determinants of brand equity in personal health assistant services for hypertension patients.

The second article titled “Key Strategies to Improve a Collaborative Agile Work Environment Through Employee Engagement: A Case of Corporate Banking Workplace in Myanmar” aims to explore key strategies that will improve employee engagement at an upcoming and growing corporate bank in Myanmar banking industry by introducing collaborative and agile working habits in the workplace.

The third article titled “Key Enablers for Sustainable Development of Career Development and Motivation to Enrich Job Satisfaction in European Logistics Industry” aims to assess the perspectives from employee of key enablers for sustainable development of career development and motivation to enrich job satisfaction in European logistics industry.

The fourth article titled “Factors Impacting Behavioral Intention and Use Behavior of Undergraduate Students to Use English Learning Apps in Kunming, China” aims to examine the factors influencing the behavioral intention and use behavior of English learning apps among higher education students in Kunming, China.

The fifth article titled “Influencers of Senior High Sciences Students’ Satisfaction and Behavioral Intention to Use Online Learning in Panzhihua, China” aims to investigate the indicators that influence satisfaction and behavioral intention with online education in Panzhihua, China, and the investigation was conducted using a quantitative survey assessment strategy.

The sixth article titled “Factors Influencing Purchase Intention of Electric Vehicles of Consumers in Chengdu, China” aims to explore the factors influencing consumers' purchase intention of electric vehicles in Chengdu. The researcher used a quantitative survey method to conduct the study.

The seventh article titled “Influential Factors Impacting Users’ Behavioral Intentions Regarding Facial Recognition Payment Systems of Mobile Payment Platforms in Wuhan, China” aims to investigate the possible factors that drive customers’ willingness to utilize facial recognition payment and provide information that companies can refer to spread the face recognition payment service successfully.

The eighth article titled “Factors Influencing Satisfaction of Undergraduates in Art Majors with Small Private Online Course in Chongqing, China” purposes to underscore the multifaceted nature of student satisfaction with SPOC teaching platforms and provides a foundation for improving the quality and effectiveness of online education in Chongqing, China, and beyond.

The ninth article titled “Conducting Through Parents on Factors Influencing Primary Students’ Behavioral Intention to Use Computer Painting in Chongqing, China” aims to explore the view of parents on factors influencing students’ behavioral intention to use computer painting in primary schools in Chongqing, China.

The tenth article titled “Factors Impacting Male Student’s Attitude and Intention to Use Mobile Learning in Guizhou, China” examines the factors impacting attitude, and intention to use mobile learning for male college students in Guizhou, China.

The eleventh article titled “Factors Affecting Behavioral Intention and Usage Behavior of Mixed Painting Education of Students in Chengdu, China” investigates factors affecting students’ behavioral intention and actual use of mixed painting education in Chengdu, China.

The twelfth article titled “Research on the Satisfaction and Continued Intention to Use Digital Libraries of Undergraduates in Chongqing, China” proposes a causal relationship between system quality, perceived ease of use, usefulness, confirmation, information quality, satisfaction, continued intention.

The thirteenth article titled “Exploring the Determinants of Satisfaction and Continuance Intention to Use E-Learning of University Students in Zhejiang, China” aims to examine the factors impacting satisfaction and continuance intention to use e-learning of university students in Zhejiang, China.

The fourteenth article titled “Undergraduates’ Satisfaction and Continuance Intention Towards Online Education: A Case of Public University in Sichuan, China” analyzes the satisfaction and continuance intention to use online education among undergraduates, who are pursuing a degree in accounting, translation, Chinese language and literature, and ideological and political education in Chengdu, China.

The fifteenth article titled “Investigating Factors Influencing Undergraduate Students’ E-learning Satisfaction, and Continuance Intention in Chengdu, China” focuses on factors influencing undergraduate students’ e-learning satisfaction and continuance intention in Chengdu, China.

The sixteenth article titled “The Assessment of Students’ Learning Motivation, Perceived Learning Effectiveness, and Satisfaction Toward Blended Learning in Zhanjiang, China” uncover the elements of blended learning in China that significantly impact student satisfaction.

The seventeenth article titled “What Factors Drive Satisfaction and Continuance Intention of Art Major Students Towards Cloud-Based E-Learning in Chongqing, China?” investigates the factors influencing the satisfaction and continuance intention of postgraduate students majoring in art in Chongqing, China, when using cloud-based e-learning system services.

The eighteenth article titled “Factors Influencing Graduate Students' Entrepreneurial Intentions and Behavior in Guangxi University of Science and Technology” investigates the factors influencing graduate students' entrepreneurial intention and behavior at Guangxi University of Science and Technology.

The nineteenth article titled “Promoting Entrepreneurial Intention of Vocational College Students Through the Assessment of Influencing Factors in Hangzhou, China” aims to examine the factors influencing entrepreneurial intention of vocational college students in Hangzhou, China.

The twentieth article titled “Influential Factors of Satisfaction and Continuance Intention on E-Learning Among Students Majoring in Radio and Television Directing in Eastern China” aims to investigate the factors that impact the satisfaction and continuance intention of students majoring in Radio and Television Directing at private art schools in Eastern China.

The twenty-first article titled “Second-Order Confirmatory Factor Analysis of the Contribution of the Tapioca Starch Industry in Green Supply Chain Management” aims to analyze and verify the structural congruence of the second-order confirmatory factor model of green supply chain management in the Thai tapioca starch industry.

The twenty-second article titled “Guidelines for Developing Marketing Strategies for the Complexity of Purchasing Cannabis Extract Products Through the online platform of Thai people” aims to analyze factors influencing the complexity of purchasing cannabis extract products online and to propose marketing strategies that simplify the process and build consumer confidence.

Dr. Kitikorn Dowpiset
Editor-in-Chief, AU-GSB e-Journal