

## 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 1).

This issue covers twenty-five articles. The first article titled “Projecting Factors Impacting Art Students Satisfaction with Blended Learning in Sichuan, China” aims to investigate factors impacting satisfaction of art students enrolled in blended learning programs at the Ethnic Colleges and Universities directly under Central administration (ECUCA) in Sichuan Province.

The second article titled “Predicting Factors of Undergraduate Art Students’ Behavioral Intention to Use Online Education in Chengdu, China” aims to explore the factors affecting online education behavior intention of fine arts students in three target universities in Chengdu, China.

The third article titled “Factors Impacting High School Students’ Behavioral Intention to Use Mobile Learning in Liupanshui, China” investigates the factors impacting high school students' behavioral intention to use mobile learning in Chinese high schools, considering effort expectancy, social influence, facilitating condition, performance expectancy, attitude, behavioral intention, and use behavior.

The fourth article titled “A Study on Behavioral Intention to Use Online Learning of Undergraduate Students in Painting Majors in Chengdu, China” aims to study the impact factors of behavioral intention of students in painting majors in Chengdu, China.

The fifth article titled “Factors Influencing Aviation Services Students’ Happiness Toward Career Guidance Course in Hainan, China” examines the factors influencing aviation service students' happiness toward career guidance courses in universities in Hainan, China.

The sixth article titled “Driving Factors of Behavioral Intention to Use Japanese Language Learning Apps Among Non-Japanese Major Students in Chengdu, China” analyzes the factors affecting non-Japanese major students’ behavioral intention to use Japanese learning apps in Chengdu, China.

The seventh article titled “Factors Influencing the Purchase Intention and Behavior of Generation Y Women Towards Fashion Products in Chengdu, China” aims to examine relationships among brand, perceived quality, attitude, loyalty, trust, purchase intention, and purchase behavior.

The eighth article titled “Factors Influencing Undergraduate Students' Satisfaction and Loyalty to Art Museums in Chengdu, China” aims to investigate factors impacting university students’ satisfaction and loyalty towards art museums in Chengdu, China, including student expectation, perceived value, perceived quality, student satisfaction, trust, image, and loyalty.

The ninth article titled “Influencing Factors of Undergraduate Art Students’ Satisfaction with Social Media During COVID-19 in Shanghai, China” examined the factors impacting undergraduates at the Shanghai Institute of Visual Art's satisfaction with social media during COVID-19.

The tenth article titled “Examining Utilization of Online Learning Platforms: A Case of Undergraduates in Vocational Colleges in Sichuan, China” examined the effects of perceived ease of use, perceived usefulness, attitude, social influence, facilitating conditions, and behavioral intention toward undergraduates’ use behavior of online learning platforms in Sichuan, China.

The eleventh article titled “A Study on Behavioral Intention and Self-Learning Attitude of Internet Base E-Learning Among Liberal Arts Students in Chengdu, China” aims to investigate factors impacting students on the behavioral intention to self-learning and self-learning attitude of internet base e-learning for Liberal arts students in Chengdu, China.

The twelfth article titled “The Key Factors of Part-Time Art Teachers' Self-Efficacy and Job Satisfaction in Chengdu, China” explores the key impacting factors of self-efficacy and job satisfaction of part-time art teachers in Chengdu, China.

The thirteenth article titled “Key Factors Influencing Performance of Students in Higher Vocational Colleges Based on the Vocational Skill Evaluation System in Zhejiang, China” explains the relationship between student experience, academic culture, employability, compatibility with online mode, innovation, new opportunities, knowledge management process, and performance.

The fourteenth article titled “Factors Impacting Sophomores’ Satisfaction and Behavioral Intention to Use Online Learning: A Case Study of a Public University in Yunnan, China” explores the factors impacting student satisfaction and behavioral intention to use online learning at a public university in Yunnan Province, China.

The fifteenth article titled “Investigating Key Factors Influencing Student Satisfaction in Online Learning for Construction Engineering Students in Guizhou, China” explores the influencing factors of student satisfaction in online learning platforms in vocational colleges in Guizhou, China.

The sixteenth article titled “Exploring Factors of Film Academy Students’ Satisfaction and Continuance Intention to Use E-Learning in Chengdu, China” aims to explore the factors that impact the student satisfaction and continuance intention with e-learning in Chengdu, China.

The seventeenth article titled “Exploring the Affecting Factors of Behavioral Intention to Use Virtual Reality for Dynamic Learning: A Study of Top Three Private Universities in Yangon, Myanmar” aims to examine the factors affecting the students’ behavioral intentions towards using virtual reality technology in replacing online learning/eLearning platforms to better engage in dynamic learning with the studies and improve their learning journey.

The eighteenth article titled “Factors Impacting on E-banking Service Quality and Loyalty for University Teachers in Baoshan, China” explores the factors influencing the quality of e-banking services and loyalty among university teachers in Baoshan, China.

The nineteenth article titled “The Assessment on Behavioral Intention to Use Digital Library Among Undergraduates Majoring Natural Science in Chengdu” aims to assess the determinants of willingness to use Online Library's Full-text Resources among undergraduate students majoring natural science from ten higher education institutions in Chengdu.

The twentieth article titled “A Quantitative Study on Factors Influencing College Students’ Satisfaction with Cloud-Based Online Courses in Chengdu, China” investigates the influencing factors of satisfaction with cloud-based online courses in Chengdu, China.

The twenty-first article titled “Relationship between Facilitative Focus Moderation and Psychological Capital on Change Support Behavior: Taking Organizational Support Climate as Moderating Variable” investigates how employees' focus adjustment and psychological capital influence their support for organizational change in Internet companies.

The twenty-second article titled “A Study on the Impact of Employee Work Engagement on Turnover Intention: The Mediating Role of LMX and the Moderating Role of Leadership Support” investigates the factors influencing turnover intention among catering practitioners in Shanghai, China.

The twenty-third article titled “The Relationship between Psychological Contract and Work Engagement of the Post-95s: Mediation of Psychological Capital and Moderation of Organizational Commitment” investigates the relationship between psychological contract and work engagement among post-95 employees, emphasizing the mediating role of psychological capital and the moderating role of organizational commitment.

The twenty-fourth article titled “An Investigation on Vocational and Technical Students' Satisfaction and Continuance Intention on B2C Online Shopping Platform in Sichuan, China aims to explore the factors that affect the satisfaction and continuous intention of Chinese college students using B2C shopping platforms.

The twenty-fifth article titled “Factors Impacting on Satisfaction and Purchase Intention of Mobile Games Among Non-Art Major Students in Public Universities in Chongqing, China” aims to investigate the factors influencing the purchase intention of mobile games among non-art major students in public universities in Chongqing, China.

**Kitikorn Dowpiset, Ph.D.**

**Editor-in-Chief, AU-GSB e-Journal**