

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-six articles. The first article titled “Factors Influencing Use Behavior of E-Learning Systems Among Junior Students Majoring in Arts at Higher Vocational Colleges in Henan, China” aimed to investigate the factors influencing the use behavior of the e-learning system among junior students of arts majors in higher vocational colleges in Henan, China.

The second article titled “Technology and Information Management that Affect the Quality of Teachers’ Learning in Secondary Schools, Ratchaburi Province” emphasized and strengthened in the management of information technology for teaching in schools are students, information technology infrastructure.

The third article titled “Determinants of Satisfaction with Superstar Learning System of Undergraduates Majoring in Environmental Design in Non-Normal Universities, Sichuan, China” investigated the satisfaction and learning attitude of students majoring in environmental design within non-normal universities in Sichuan Province who engage with the Superstar learning system in a blended learning environment.

The fourth article titled “Factors Impacting Freshmen’s Satisfaction and Learning Outcome in Shandong, China” investigated the factors influencing student satisfaction and learning outcome among first-year students at public colleges in Shandong, China, during the COVID-19 outbreak.

The fifth article titled “Aspects Impacting Entrepreneurship Education Intention of Vocational College Alumni in Hunan, China” examined the factors that influence vocational college alumni students from a public college in Hunan, China, to pursue entrepreneurship education.

The sixth article titled “Factors Impacting Attitude and Purchase Intention Toward Electric Vehicle: A Case Study of Post-70s Customers in Nanning, China” focused on factors impacting attitude and purchase intentions toward electric vehicles for post-70s customers in Guangxi Nanning, China.

The seventh article titled “Understanding Factors Affecting Behavioral Intention to Use Blended Learning of Business Major Undergraduates in a Public University in Chengdu, China” examined the factors influencing business major undergraduates’ behavioral intention towards blended learning.

The eighth article titled “Key Factors Predicting Viewers’ Purchase Intentions of Beauty Vlogs in Chengdu, China” examined the factors influencing consumer brand awareness and purchase intention toward beauty vloggers on Video-Sharing platforms in Chengdu, China.

The ninth article titled “The Impacting Factors of Satisfaction and Continuous Intention Towards Online Learning of Student in Senior Year in Chengdu, China” examined factors impacting Chinese college students' online learning satisfaction and online continuous learning intention take senior students from four universities in Chengdu as an example.

The tenth article titled “Driving Transformation: Essential Strategic Factors for Reforming and Transforming the General Department of Taxation in Cambodia” embodied key strategic factors to reform and transform GDT in Cambodia, including inspirational communication, transformational leadership, strategic decisions towards innovation and change, change-oriented organizational citizenship behavior, good GDT governance, and GDT performance.

The eleventh article titled “Advancing Moral Education for Undergraduate Students in Shanxi, China: Fostering Ethical Behavior” investigates the factors impacting moral behavior of undergraduate students in Shangxi, China.

The twelfth article titled “The Development of Perceived Learning Impact of Massive Open Online Courses Among Students in School of Broadcasting at a University in China” explored factors influencing students' perceived learning impact of massive open online courses at Sichuan university of media and communication, China.

The thirteenth article titled “Major Factors Impacting Behavioral Intentions to Use Mobile Library Platforms Among Female Undergraduate Students in Chengdu, China” intended to investigate the major factors impacting female students' behavioral intention toward mobile library platforms (MLPs) in private universities in Chengdu, China.

The fourteenth article titled “A Study on Parasocial Interaction and Brand Preference to Use Video Application Among Students in Universities in Old City Area of Chengdu, China” examined the factors impacting university students' parasocial interaction and brand preference for video applications in Chengdu, China.

The fifteenth article titled “Measuring Behavioral Intention and Use Behavior of Medium & Large Enterprise Customers Towards Accounting Information System in Dazhou, China” investigated the intention and influencing factors of using computerized accounting information systems in Dazhou enterprises in China.

The sixteenth article titled “Understanding What Drives Gen Y Users in Chengdu, China to Study English via Mobile Apps” aimed to examine how Gen Y users in Chengdu, China, are influenced in their intentions regarding English learning behavior by utilizing popular English word learning applications in China.

The seventeenth article titled “E-Learning Usage Behavior Among English Major Students in Sichuan, China” identified the factors impacting the English e-learning behavioral intention and use behavior of undergraduates in English majors in Sichuan, China.

The eighteenth article titled “Key Priority for Implementing Humble Leadership as the Desired Conditions for the Leaders and Followers: A Case Study of St. Joseph's National Catholic Major Seminary, Yangon, Myanmar” aimed to identify key priorities for implementing humble leadership among the seminary's members and to investigate their openness to potential implementations of such leadership.

The nineteenth article titled “Determinants of College Students' Satisfaction with Online Education of Professional Technical Courses” analyzed and evaluated the causal relationship among system quality, information quality, service quality, perceived usefulness, perceived ease of use, and students' satisfaction with online education of professional technical courses.

The twentieth article titled “Determinants of Satisfaction and Intention to Use Online Learning in Higher Education Among Undergraduate Students in Public Universities in Guangdong, China” explored student satisfaction and willingness to participate in online higher education across three universities in Guangdong Province.

The twenty-first article titled “Key Factors Impacting Consumer Brand Loyalty in Virtual Brand Community in Chengdu, China” aimed to explore the key factors that significantly impact customers' brand loyalty in virtual brand communities in five districts of Chengdu.

The twenty-second article titled “A Quantitative Analysis to Enhancing Business English Negotiation Writing Skills in Curriculum Cycle Model and Genre Approach” explored the efficacy of a curriculum cycle model and genre theory in improving Chinese university students' proficiency in business English negotiation writing.

The twenty-third article titled “Factors Impacting Student Satisfaction from Higher Vocational Education in Shanghai, China” revealed that social identification, student-perceived service quality, perception of university sustainable practices, price fairness, and built environment impacted student satisfaction.

The twenty-fourth article titled “Determinants of Behavioral Intention and Use Behavior of the Tencent Meeting Platform among Art Design and Animation College Students in Chengdu, China” investigated the factors influencing art design students' behavioral intention and use behavior towards Tencent meeting online platforms at a private university in Chengdu, China.

The twenty-fifth article titled “An Empirical Study of ERP System Adoption Among Chinese Corporate Managers” investigated the factors influencing the decision of corporate managers in China to adopt Enterprise Resource Planning (ERP) systems, with a focus on company size, market area, security, technology, and economic and technical rationales.

The twenty-sixth article titled “Sustainability practices and enterprise value: evidence of Thai listed oil companies in the Stock Exchange of Thailand” adopted to test these relationships with the hypotheses suggesting positive impacts from ESG factors and a negative impact from the pandemic.

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