

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 “Sustainable Living in Cambodia: What Influences the Purchase Intentions for Green Buildings in Khmer Green Village, Siem Reap in the Post-Covid 19?” investigated the factors influencing purchase intention for green buildings among clients and visitors of Borei Angkor Landmark in the post-covid 19.

The second article titled “Factors Impacting the Perceived Strategic Value, Evaluation, And Adoption of Big Data Analytics - A Case Study of The Top Ten Revenue Share Contractor Companies in Bangkok, Thailand” explored the factors that impact the intention to use perceived strategic value of big data analytics.

The third article titled “Influencing Factors of Consumers’ Satisfaction and Purchase Intention toward Social Commerce Context in Hangzhou, China” explored the impact of factors on customer satisfaction and purchase intention in the context of increasingly sophisticated and comprehensive social commerce in Hangzhou.

The fourth article titled “Factors Affecting the Continuance Usage Intention of MOOCs in Higher Education in China” aimed to enhance the intention of higher education students in Hangzhou, China, to continue using MOOCs.

The fifth article titled “Factors Impacting Behavioral Intention to Use Blended Learning for English Courses in Higher Vocational Colleges in China” investigated the impact of self-efficacy, facilitating conditions, performance expectancy, effort expectancy, and attitude on behavioral intention.

The sixth article titled “Key Factors Affecting the Creativity Development of Employees in Private Creative Companies in Chengdu, Sichuan Province, China” investigated the key factors affecting the creativity development of employees in private creative companies in Chengdu, Sichuan Province, China.

The seventh article titled “Assessing Influencers of Entrepreneurial Intentions and Behavioral of Undergraduate Students in Xuzhou, China” examined the factors that influence entrepreneurial behavior and entrepreneurial intention among undergraduate students in Xuzhou higher education.

The eighth article titled “Factors Impacting the Perceived Usefulness and Behavioral Intention toward Blended Learning System in Higher Education” aimed to assess the factors that impact students’ perceived usefulness and behavioral intentions toward blended learning systems in Chinese higher education.

The ninth article titled “Key Factors Influencing Non-Graduating Undergraduates' Satisfaction and Intention to Utilize Digital Libraries in Sichuan, China” aimed to research the critical factors of the Digital Library that significantly impact teacher performance and loyalty in Sichuan, China.

The tenth article titled “Drivers of Attitude and Behavioral Intention Toward Blended Learning in Higher Education” proposed encouraging students to recognize the usefulness of blended learning, fostering a favorable outlook on it, and prompting corresponding behavioral intention.

The eleventh article titled “Exploring What Drives Satisfaction in Online Dance Courses: Insights from Public Universities in Nanjing, China” investigated the factors influencing dance students' satisfaction with online courses and develops interventions to enhance their satisfaction in a public university in Nanjing, China.

The twelfth article titled “Exploring the Factors Influencing Junior College Students' Satisfaction and Loyalty on Short Video Social Media Platforms in Chengdu, China” aimed to research the critical factors impacting junior college students’ satisfaction and loyalty to using short video social media platforms in Chengdu, China.

The thirteenth article titled “Determinants of College Students' Intentions and Usage Patterns in Online Learning” aimed to investigate the main influences on students' online learning behavioral intention and use behavior in five universities in Chengdu.

The fourteenth article titled “Unlocking the Key Factors Driving Chengdu Undergraduates to Stay Engaged with Knowledge Payment Platforms” examined undergraduate students continued use intention in a university in Chengdu and its significant influencing factors for a knowledge payment platform.

The fifteenth article titled “Key Factors Influencing College Students' Satisfaction and Continuance Intention in E-Learning: A Study in Chengdu, China” investigated the variables influencing college students' e-learning satisfaction and usage in Chengdu, China, in the future.

The sixteenth article titled “Factors Shaping Students' Attitudes and Adoption Intentions Toward Artificial Intelligence Applications: A Case Study at a Private University in Zhanjiang, China” aimed to investigate the key factors impacting students' attitudes and adoption intentions toward artificial intelligence applications at a private university in Zhanjiang, China.

The seventeenth article titled “Factors Influencing Behavioral Intention Toward E-learning Among Film & Animation Undergraduates: An Empirical Study at a Public University in Chengdu, China” analyzed online learning satisfaction and behavioral intents of undergraduate students in China, by examining system quality, service quality, perceived usefulness, effort expectancy, and performance expectancy.

The eighteenth article titled “Optimizing Digital Engagement in Hotels: Analyzing Cross-cultural Fulfillment of Guest Needs” explored the mediating role of social integrative needs between psychological desires—affective, cognitive, and tension-free needs—and personal identity development within the hotel guest experience.

The nineteenth article titled “An Analysis of Factors Influencing Group-Based Self-Esteem and Sense of Belonging Through Student Association Involvement at Private Universities in Zhanjiang, China” aimed to research the critical factors of association activities that significantly impacted student group-based self-esteem and sense of belonging in private universities in Zhanjiang, China.

The twentieth article titled “The Factors Impacting Junior College Students' Satisfaction and Continuance Intention to Use MOOC Platform in Chengdu, China” aimed to research factors impacting Junior college students' satisfaction and continuance intention to use Massive Open Online Course platforms in Chengdu, China.

The twenty-first article titled “Key Drivers of College Students' Satisfaction and Continuance Intention to Use E-Learning in Sichuan, China” aimed to research the critical factors impacting college students' satisfaction and intention to use e-learning in Sichuan, China.

The twenty-second article titled “Predicting Factors Behind Students' Perceived Usefulness and Behavioral Intention to Adopt E-Learning: A Case Study of a Private University in Zhanjiang, China” established a novel conceptual model to conduct an in-depth analysis and clarify the composition of the key factors influencing the e-learning behavioral intention of students in private undergraduate colleges in Zhanjiang, China.

The twenty-third article titled “Exploring What Drives College Students' Satisfaction in Learning Xinjiang Landscape Painting: A Case Study at an Art College in Yichang, China” explored the factors that affect the satisfaction of college students with the "creation and learning of Xiajiang landscape painting.

The twenty-fourth article titled “Drivers of Undergraduate Student Satisfaction with Smart Campus Technology: Insights from Chengdu” explored the primary factors affecting student satisfaction and continuance intention towards the Smart Campus at Xihua University in Chengdu, Sichuan.

The twenty-fifth article titled “Student Satisfaction and Continued Usage of Cloud-Based Smart Platforms: An Analysis from Chengdu, China” aimed to investigate the critical factors of the Cloud-Based Smart Platform that significantly impacted student satisfaction and continuance intention in Chengdu, China.

The twenty-sixth article titled “AI Adoption and Innovative Behavioral Strategies Leading to Performance Through Innovative Work Behaviors of Support Staff in Higher Educational Institutions” aimed to investigate the role of innovative work behavior as a mediating variable between AI adoption, innovative behavioral strategies and job performance.

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