

FOREWORD

ABAC Journal joins Assumption University and the Thai people in wishing His Majesty King Maha Vajiralongkorn Phra Vajiraklaochaoyuhua a Happy Anniversary Birthday on July 28, 2023. On this auspicious occasion, you might want to find Dr. Somkiat Onwimon's Facebook to learn more about our present King at "Morning World", from thinking radio 96.5 FM, with back-up videos to be streamed over the Internet.

On a different note, now two and a half months since the May 14, 2023 general election in Thailand, still no one can hardly predict who will be the next Prime Minister of Thailand. Equally unpredictable may be how much longer this will take to ascertain. The uncertainty is inevitably hurting the Thai economy. Despite the uncertainty, however, we have seen some positive light, events that have not happened in the Thai political history since 1932, when Thailand made the change to a constitutional monarchy democracy. That is, never before have the youth and younger generations – gen Y and Z – become so interested in politics and been active voters. They want their voice to be heard. We honestly urge both sides to listen and discuss with mutual respect, put down prejudgment, and act for the betterment of our beloved country: THAILAND.

Now moving to focus on the ABAC Journal, on May 26, 2023 we were among the 8 outstanding Thai journals who received the best performing awards from TCI-TSR -- ABAC Journal as the most improved percentile award winner. We wish to thank TCI and TSRI for their initiative in launching this collaborative project with Scopus in 2017, as well as their guidance and continued support until the present. My deep gratitude goes to Rev. Brother Dr. Bancha Saenghiran for his unfailing support and guidance. In addition, we could not have made it without help from our dedicate reviewers, guest editors, and guest editorial board who have been working hard behind the scenes despite their busiest schedules. My personal sincere thanks also goes to the two editor team members, Miss Melinda Tanduyan and Mr. Aung Kyi Win, for their hard work and dedication.

For this current issue, we are proud to present our July-September 2023 issue featuring a variety of 18 quality articles and a book review.

1) Strategic Responses for the Airline Business During the Covid-19 Pandemic: A Review of Past Crises

This research article proposes strategic responses for airline businesses during the COVID-19 pandemic. Published academic journals, and documents related to strategic responses from past crises in the airline industry, were gathered and examined using content analysis. Well-recognized management consultant publications, and interview clips from airline management were also reviewed. This study found that government support, technological adoption, passenger-based collaboration, and airline management strategies were keywords underlying airline businesses' strategic responses to withstand COVID-19. Managerial implications for airline management and industry stakeholders are presented at the end of the article.

2) From Data Transparency and Security to Interfirm Collaboration - A Blockchain Technology Perspective

In recent years, blockchain technology has gained significant attention in both academic and practical contexts due to its remarkable attributes of scalability, security, and sustainability. Despite the growing interest, however, there remains a lack of exploration regarding the potential of blockchain to improve data transparency, information security, and knowledge

sharing. To address this gap, this study conducts a focused review of recent studies to examine precisely these aspects of blockchain technology. Various paradigms that highlight how the utilization of blockchain can enhance data transparency, bolster information security, and enable seamless knowledge sharing among organizations, are identified and proposed. These advancements surpass the capabilities of traditional methods of storing and sharing information.

3) Exploring Tourists' Responsible Behavior: Evidence from Thailand

This study aimed to measure tourists' responsible behavior, and to develop a structural equation model of responsible tourist behavior among Thai tourists using an online questionnaire survey. A total of 503 Thai domestic tourists who practiced responsible behavior participated in the study. The data were analyzed through structural equation modeling with a two-stage approach. The findings highlight two underlying factors which emerged for responsible behaviour: impact consideration and local connections. The study establishes an extended Theory of Planned Behavior (TPB) model with two additional predictors including environmental and social concern, and pro-environmental behavior in everyday life, which explains the formation of tourists' responsible behavior.

4) Studying the Relationship Between Block Chain Technology and Circular Economy Dimensions from Production Aspect and Its Association with Organizational Performance: A Case Study of Pakistani Firms

This research focused on exploring the relationship between blockchain technology and circular economy components from the production aspect, to increase organizational performance in Pakistan. The 302 observations were collected from Pakistani companies of different natures of work along with a purposive sampling method and closed-questionnaire data, which were analysed by a PLS-SEM (4.0) method. Overall, blockchain technology shows an affirmative impact on green design (GD), green manufacturing (GM), and recycling and remanufacturing (RR) in Pakistan. However, the association between recycling and remanufacturing, environmental performance, and economic performance, was not supported. It can be concluded that adopting the practices of the circular economy can significantly improve business operations in terms of financial and environmental performance.

5) Service Quality and After-Sales Service on IoT-Based Car User Satisfaction and Repeat Purchase Services in Indonesia

This study aims to determine the effect of service quality and after-sales service on the customer satisfaction of car users, using IoT technology provided with their car purchase. Digital disruption has made manufacturers turn to digital services and marketing systems to discover and better understand customer behavior. A sample size of 155 respondents was determined by the Isaac and Michael formula, and data were collected via non-probability sampling techniques from respondents matching the unique criteria of Indonesian car users with IoT innovation technology. Such cars now account for 10% of total new car sales. This study, utilizing path analysis, reveals that customer satisfaction encourages loyal customers to buy new units. The main finding is that a service system connected to the internet or smartphones makes users comfortable and can determine their future choice for product repurchases.

6) Study of Mission Statement as an Antecedent to Financial Performance of Digital Firms

This study conducted an investigation of the Forbes Top 100 digital companies' mission

statements (MS) and the impact they have on each firm's performance, as reflected by their rankings. For the purpose of study, the financial performance data of these companies has been taken from the 2019 Forbes list of Top 100 Digital Companies and the mission statements of these companies collected from corporate websites, company documents, and official social media handles. A positive correlation was observed between the number of stakeholders covered through the MS and the firm's return on assets. Digital companies that mentioned 'employees' in their MS performed significantly better than other firms. Additionally, digital firms which showed 'concern for societal benefits' through their MS also performed better.

7) Palm Oil Trade and Production Toward Achieving Sustainable Development Goals: A Global Panel Regression Analysis

Palm oil is considered the most consumed edible oil in the world. Currently, more research is needed to understand the associations between palm oil trade and production, and its environmental, social, and economic impacts, in accordance with the UN's Sustainable Development Goals. This study explores the associations between key SDG indicators and palm oil trade and production using statistical tools, random, and fixed effects regression. The results showed that a reduction in the number of undernourished people significantly enhances the growth of palm oil imports, exports, and production. An increase in agricultural employment also significantly increases palm oil imports, exports, and production. Furthermore, it was found that temperature has a significant negative impact on palm oil trade and production.

8) An Investigation into the Role of Packaging Design Elements on Perceived Value and Price Fairness: A Moderating Effect of Age

Packaging design is a crucial tool for strengthening product competitiveness for both in-store and online marketing. For tourism entrepreneurs, a well-designed package is a crucial part of the marketing strategy. The purpose of this paper is to bridge a research gap in the souvenir packaging design literature by investigating the causal relationships between the souvenir package design elements and perceived value, concerning price fairness and willingness to purchase food-related souvenirs. Data of 402 respondents were used to see the causal relationships through Structural Equation Modeling analysis (SEM). The findings and implications make valuable contributions for tourism entrepreneurs and souvenir packaging designers.

9) Closed-Loop Supply Chain Adoption and the Mediating Effect of Green Capabilities - Evidence from Malaysia

The concept of a closed-loop supply chain (CLSC) addresses the recovery of value from returned consumer products via resales. The rapidness of economic growth gives manufacturers no option but to shorten the product life cycle. This issue has become crucial with a lack of processes for effectively handling product returns in Malaysia; thus, firms often use a third party, although this is considered improper by global standards. Consequently, this research aims to clarify the connection between Institutional Theory and the Natural Resource-Based View (NRBV) Theory in light of CLSC adoption in Malaysia. The findings highlight the role of government in overpowering competitors and customers in adopting a CLSC.

10) Factors Influencing Customer Co-Creation and Happiness in Fitness Center Businesses

Current understanding of the effect of co-creation in the context of a fitness center is limited. This study examines the factors influencing customer happiness in fitness center businesses, with customer co-creation as the mediating variable, comparing the differences between businesses and providing insights into customer co-creation and happiness within the

fitness center context. The study adopts a quantitative research design, collecting data from fitness centers in Thailand with a total of 598 respondents participating in the survey, while the collected data were analyzed using GSCA Pro software version .1.1 The research findings confirm that the sharing of experiences significantly influences customer co-creation, which in turn affects customer happiness and overall customer experience. This direct involvement of customers is a critical factor directly impacting customer happiness.

11) Network Analysis of Economic Sectors: An Exploration of Structure using the HITS Algorithm

This research aimed to investigate the structure of the national economic networks in Japan, Thailand, and Vietnam at different stages of stock exchange development. Daily return data from the Refinitiv database were used, along with excess returns calculated by subtracting short-term government bond yields from index returns in each country. Key influencers and those heavily impacted by the economic system, were identified by applying Granger causality analysis and the HITS algorithm to nine industry indices. The results showed that the industrial sector (INDUS) significantly influenced other sectors in Japan and Thailand and that the economic sectors most affected by other industries varied by country. These findings have implications for policymakers seeking to manage and mitigate potential economic impacts from influential industrial sectors and identify the industry groups most susceptible to potential crises.

12) The Role of HRM Practices on the Talent Management: Evidence from Jordanian Commercial Banks

Examining how human resource management (HRM) practices affect talent management in Jordanian commercial banks is the primary goal of this study using data collected from 120 administrators and staff members who work for Jordanian commercial banks. The questionnaire used in this study was developed and underwent validity assessments. Steps were also taken to address common method bias, and the inclusion of control variables in the analysis. Findings showed that administrative innovation is positively impacted by human resource management practices, while the paper also showed that there is a statistically significant positive impact of the dimensions of HRM practices (training and development, wages and incentives, performance appraisal) on administrative innovation in Jordanian commercial banks.

13) Understanding Managerial Action in Business Model Transformation of Small and Medium-Sized Enterprises

Unlike start-ups and large corporations, Small and Medium-Sized Enterprises (SMEs) typically adapt their business model opportunistically with new value propositions, adding partnerships or improving their cost structure. However, the role of SME managers in facilitating such transformation remains unclear. This research aimed to identify recurring patterns of managerial activities along a business model transformation for which a cross-case analysis with managers of Swiss SMEs was used along several cycles of action research with semi-structured, deductively coded interview data. The research clearly identified three phases of management action. While the impact of B2B sharing on each SME's respective business model may be considered limited, this research offers original insights how managers drive business model transformation in SMEs, also illustrating a novel process in three distinct phases, while identifying dedicated managerial action for each phase.

14) ChatGPT and Stress

ChatGPT is an artificial-intelligence chatbot. In addition to comprehending an image like

a text prompt, it can understand complex prompts and exhibit human-level performance. It became the fastest-growing application in history. However, despite its potential to improve productivity, it also causes stress among individuals. This study examines the relationship between stress and ChatGPT in Thailand. The study proxies for unobserved stress levels and ChatGPT concern using Google's search volume indexes. Based on daily samples from December 10, 2015, to May 31, 2023, regression analysis revealed that ChatGPT significantly increased the stress levels of individuals. However, during the development sub-sample, the stress level decreased. Stress escalated in the early- and viral-use sub-samples, where the effect for the viral-use sub-sample was significantly higher. In the COVID-19 pandemic sub-sample, the effect was non-significant. The causality of ChatGPT in stress was confirmed by the contemporaneous-causality test.

15) Examining the Antecedents and Consequences of Adaptive Selling Capability: Study from Microfinance Institutions in Indonesia

In today's heated financial services sector business competition, small conventional banks such as microfinance institutions (MFIs) must maintain superior salespeople with adaptive selling capabilities to increase sales performance. Therefore, it is critical to investigate the determinant factors and consequences of salespeople's adaptive selling capability. This study examined the effect of psychological empowerment dimensions on the adaptive selling capability. This research also scrutinizes the link between adaptive selling capability and sales performance by examining innovative selling behavior as a mediating variable. This study found that: (a) psychological empowerment dimensions significantly affect adaptive selling capability, (b) adaptive selling capability positively influences innovative selling behavior, and (c) innovative selling behavior mediates the relationship between adaptive selling capability and sales performance.

16) Updating Cruise Tourism Theme: A Methodology of Systematic Literature Review

The aim of this study was to synthesize the major themes of research studies that have been conducted in the context of cruise tourism to provide an update for the recent period of 2015–2023 regarding published works from an international research database (Web of Science – ISI SSCI) in order to identify academic gaps for future research using the methodology of a Systematic Literature Review (SLR) synthesis process. The following five major categories were discovered in the study's findings: 1) Customer Research, 2) Supply-Side Research, 3) Cruise Ships Research, 4) Overview Research, and 5) Employee Management Research. Future research should look at the connection between cruise passengers' behavioral intentions and their perceptions of the value of their trip, how good the cruise ports and destinations are regarded to be, and how satisfied the customers are overall. The findings offer both theoretical and practical insights and recommendations.

17) Creating Sustainable High-Performance Human Resource Practice through Employees Learning Agility: The Transition Adaptive Approach

The Covid 19 pandemic posed enormous challenges, compelling organizations to adapt to unforeseen events as a result of direct immediate threats, thereby pushing human resource practitioners to reshape their existing human resources practice. No study has yet investigated the relationship between employee learning agility (ELA) and high-performance human resources practice (HPHRP), particularly regarding the mediating effect of person-organization fit (P-O fit) in reshaping human resource practice through transition adaptive theory. A self-completed survey distributed among public sector employees in the Fiji Islands yielded a sample of 351 completed questionnaires. The proposed model was analyzed through structural equation modeling (SEM), showing the model fit for the research. The findings show that ELA

significantly enhances HPHRP. This suggests that learning opportunities provides the opportunity to adopt, modify, and recombine current knowledge with new knowledge in creating new knowledge stock.

18) Captivating Spectators: Exploring the Influence of Marketing Mix Elements on Sports Event Engagement

This research study explored the influence of the marketing mix components on spectator interest and engagement in sports events, with a focus on the traditional rugby football rivalry between Chulalongkorn University and Thammasat University in Thailand. Drawing on the 7Ps marketing mix theory, the study utilized a composite-based approach to identify key factors within each element that contributed to spectator interest and subsequent engagement. The findings reveal that ‘Product’, ‘People’ and ‘Physical Evidence’ significantly influence spectator interest in tracking sports competition results and promoting their involvement. Practical implications emphasize the importance of service quality, staff adequacy, appropriate event timing, engaging halftime shows, and stadium decoration to enhance spectator interest. Theoretical implications highlight the role of the marketing mix elements as stimuli to attract individuals without prior interest in sports.

19) BOOK REVIEW

We are proud to present a review of an interesting book titled ***THINK AGAIN: THE POWER OF KNOWING WHAT YOU DON'T KNOW*** by Adam Grant (2021), renowned psychologist, best-selling author, and top-rated professor at the Wharton School, University of Pennsylvania. ‘THINK AGAIN’ is a book that encourages readers to re-examine their assumptions and beliefs in 3 strategic areas: Individual rethinking- Updating Our Own Views, Interpersonal Rethinking - Opening Other People’s Minds, and Collective Rethinking - Creating communities of Lifelong Learners.

I wish to express my deep gratitude to Rev. Brother Dr. Bancha Saenghiran, for his unfailing leadership and continued support, and my heartfelt thanks to the Board of Advisers, the Editorial Board members, and the Editor Team for their dedication, and great teamwork. My hearty thanks are extended to our Guest Editors, Guest Editorial Board as well as all contributors, reviewers, and editors. Without your valuable support and contribution, we would not have produced this high-quality edition.

Have fun exploring what we have in this issue, while we are also excited to invite you to view our Special Issue of October-December, 2023.

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