

FOREWORD

Amidst the gloomy picture of the global future, both intensified by the strong sudden breakout of the historical Palestinian and Israeli conflict and worsened by the prolonged Russia-Ukraine conflict which is yet to subside. Sadly, Thailand has been greatly affected, with Thai nationals having the second highest number of workers killed in Israel as well as an uncertain number of Thai hostages. We join the Thai government in urging the remaining Thais to make the decision to return home. We pray for them to be safe.

This news of human conflicts is followed by continued devastation of environmental degradation and disruption in many parts of the globe, as the UN Secretariat put it, the ‘Global Boiling’. This is essentially a test for human beings on Earth whether we will collectively join hands to put efforts towards reversing these aversive trends. For the *sustainability* of the planet we live on, and the *survival* of mankind, of course. We CAN and we must.

On the bright side, at the national level, Thais are now excited with a top hit Local-Northeastern culture Thai film titled “สัปเหร่อ” /sàpparɔ̀:/ (or “Undertaker”). The new Cabinet is seemingly destined to push it into a pilot soft power case. This is energizing as it has become locally popular among Thais before an attempt to export it worldwide. Meanwhile Lisa Black Pink is on a reverse direction in her career development, having to travel to South Korea to build her global fame!

At the Journal level, it is with my utmost pride and gratitude that I present this special issue of the ABAC Journal under strong leadership and the highly competent effort & collaboration of Dr. Noppadol Manosuthi, our Chief Guest Editor, other honorable Guest Editors, and his exceptional Editorial Teams. Without his leadership and initiative and his Team’s contribution, this issue in your hands, would never have been delivered as this remarkable achievement, both in terms of the quality of articles published in this issue, the outstanding contributors who are leading authorities in their fields, their novel findings and/or perspectives resulting in significant theoretical contributions, as well as useful practical implications in their respective fields. On top of that is a milestone in ABAC Journal history that the ABAC Journal has remarkably moved itself up by the 9 invited articles published in this special issue with advanced SEM methodology, a world-class, advanced research methodology which is still little known among young/inexperienced Thai academics and other researchers around the world. Scholars, and especially, relatively less experienced researchers are strongly advised to read articles nos.3 and 7 for clarification of common mistakes regarding factor-based and composite-based SEM methodology.

The remaining regular articles have been carefully selected through a rigorous review process, as with the invited articles. My heartfelt thanks and deep gratitude to all reviewers and desk screeners who have worked so hard behind the scenes.

In this special issue, we are proud to present a total of 22 articles, 9 of which are invited articles, 13 regular articles, and one book review. This *Special Issue* involves the inclusion of education and English studies in terms of content and SEM & advanced SEM as the preferred research methodology employed in the featured studies. **Thus, we hereby proudly present the Special Issue of Vol.43 No.4 October-December 2023: Application of Structural Equation Modeling in Business, Sport, Tourism, Recreation, Education, and Language Studies.**

I. INVITED ARTICLES

1) **Effect of Research Training Environment on Doctoral Students' Research Intentions**

Dr. Sutthisan Chumwichan, Prof. Dr. Suwimon Wongwanich, and Asst. Prof. Dr. Chayut Piromsombat, *Chulalongkorn University, Thailand*

As research training environment (RTE) is an important factor for enhancing doctoral students' research intentions (RI), this study aims to develop and validate the casual relationship model of the RTE and RI, mediated by research self-efficacy (RSE) and research engagement (RE), and examine differential RTE effects in years 1-3 of the doctoral program. The research sample consisted of doctoral students in years 1-3 randomly selected from 13 universities in Thailand. Data were collected via questionnaire and analyzed using IGSCA-SEM with multigroup analysis. The findings have shown that there was no mediation effect of RE or RSE between the RTE and RI in the first year. In contrast, mediation effects of RE and RSE were found in the second ($\beta = .097$) and third years ($\beta = .723$) of the doctoral program. Based on the results, it is suggested that the RTE component associated with RSE should be established (e.g., allowing students to engage with their projects early and minimally) in the first year. Furthermore, it is recommended that RSE and RE be developed concurrently (e.g., encouraging students to share research ideas with others) in the second and third years.

2) **The Intersection of Language and Culture: A Pragmatic Analysis of Thai Verbs for 'To Pay Respect' and Their Sociocultural Implications**

Dr. Jinawat Kaenmuang, *Chulalongkorn University, Thailand*

Cultural words invariably capture the attention of scholars from diverse fields due to their intrinsic connection with societal values and beliefs. However, in-depth investigations into cultural words remain scarce in Thai studies. This research centers on examining two fundamental Thai verbs, *kràap* (กราบ) (and *wâaj* (ไหว้)), linked initially with acts of paying respect. Employing data analysis firmly rooted in corpora of naturally occurring language, the results uncover the expansive nature of these verbs, encompassing a wide array of pragmatic functions. In particular, they possess the autonomy to function as speech acts in isolation. Given the central role that the gestures of *kràap* and *wâaj* occupy within the communication framework, metonymy emerges as a critical factor underpinning the development of these pragmatic functions.

3) **Beyond Factors: IGSCA-SEM's Application in the Context of Cannabis Tourism**

Dr. Chichaya Leruksa, Dr. Pongphan Sathatip, and Assoc. Prof. Dr. Supawat Meeprom
Khon Kaen University, Thailand

Structural Equation Modeling (SEM) can be broadly classified into two main approaches: factor-based (or covariance-based) SEM and component-based (or variance-based) SEM. Factor-based SEM is particularly well-suited for analyzing constructs that resemble factors, while component-based SEM is designed for composites or components. Historically, in the field of tourism research, there has been a tendency to treat factor models as a statistical proxy for all types of hypothetical constructs. However, when the hypothetical construct is incorrectly modeled as a factor instead of a composite, it can result in bias in parameter estimates. The information presented in this study highlights that this practice has persisted even in top-tier tourism journals, including articles published in the ABAC journal. Contemporary practices that align with the current research landscape in tourism are synthesized. These practices acknowledge that hypothetical constructs can either be factors or components. To illustrate this, a hypothetical example related to cannabis tourism is used, modelling it using mixed constructs based on IGSCA-SEM. Researchers are encouraged to employ SEM to enhance their methodological rigor by adopting the recommended practices outlined in the study.

4) Why Should Hotels Become More Environmentally Friendly? Does Gender Matter in Customer Feedback?

Dr. Jintanee Ru-Zhue¹, Assoc. Prof. Dr. Somnuk Aujirapongpan², Asst. Prof. Dr. Kullada Phetvaroon³, and Assoc. Prof. Dr. Charoenchai Agmapisarn⁴

^{1,2}*Walailak University*, ³*Prince of Songkla University, Phuket Campus*, ⁴*NIDA, Thailand*

The hotel industry is showing signs of recovery after a year of COVID-19 pandemic. Environmental issues have also increased the pressures on this sector. As such, this study examines the effect of eco-friendly hotel practices on customer feedback in the post-COVID-19 era. The relationships between green practices, customer satisfaction, and loyalty to green hotels, and the effect of customer feedback on sustainability through intentions to revisit and word-of-mouth are also examined. In addition, the role of customer satisfaction and loyalty to green hotels as mediators is considered while the role of gender in these relationships is explored. PLS-SEM and PLS-MGA were used to create a cross-sectional descriptive and analytical design.

Results demonstrate a significant association between the implementation of ecologically friendly practices and consumer satisfaction and loyalty to green hotels. Word-of-mouth and COVID-19 concerns have a substantial effect on intentions to revisit. The main findings are that in terms of associations between design and landscape and revisit intentions, women are more loyal to green hotels than men.

5) The Development of Chatbot Provided Registration Information Services for Students in Distance Learning

Dr. Supamas Chumkaew, *Sukhothai Thammathirat Open University, Thailand*

Chatbots have become crucial, particularly for assisting students with real-time registration information in recent years. This research focused on (1) synthesizing registry works related to information provided for students, (2) designing chatbots and conversation structures in the form of interactive conversations between students and robots and (3) examining and evaluating the use of chatbots in providing information services to students, while analyzing the accuracy and suitability of the developed chatbot. This study, based on research and development, utilized a sample consisting of 16 staff directly involved in the provision of registration information to students and 255 undergraduate students from Sukhothai Thammathirat Open University, selected through a simple random sampling technique. The research results revealed that: (1) based on a qualitative study, the registration information related to students, called STOU Journey, consisted of 10 issues, and was required for the whole learning period. (2) The result of the design and development of the chatbot revealed that the developer chatbot could be used on both the website and the LINE application. It was also found that the chatbot could answer most questions correctly and completely. The chatbot responded quickly and was easy to use. The chatbot used language that was easy to understand and natural, and (3) satisfactory evaluation results from 255 undergraduate students showed that overall, students who had used the completed version of the chatbot were satisfied at a high level.

6) A Confirmation of Elemental Factor Toward Perceived Port Quality

Tanapon Rungroueng¹ and Asst. Prof. Dr. Paithoon Monpanthong²

¹*University of South Florida, US*, ²*NIDA, Thailand*

Currently, there is a lack of up-to-date knowledge on the fundamental variables as elemental factors that influence perceived cruise-port quality. This research aims to examine the confirmatory components of those factors in reflective and formative terms in order to develop a set of perceived port quality (PPQ) variables. The study adopts a quantitative research methodology, collecting data via a questionnaire survey. The research sample consisted of 305 respondents, while the collected

data were analyzed using GSCA Pro software version 1.1.6. The research findings reaffirm the elemental factors of perceived port quality (PPQ), constructed from the following five significant categories as first-order constructs, namely cruise terminal facilities, port service encounter performance, port location, ground port transportation, and physical port environment quality. These were assessed through the 36 observed variables in this study, which included significant reflective and formative constructs. Executives, cruise tourism managers, and ports, will be able to use the results of the study as guidelines for designing policies and strategies to develop cruise tourism in the port area. Academics may employ these sets of variables to examine in combination with other factors in future research.

7) Comparative Analysis of Factor-Based and Composite-Based Structural Equation Models: Factors Affecting Word-of-Mouth of Tourist in Khung Bang Kachao

Dr. Vatanyoo Rasmidatta, *Kasetsart University, Thailand*

Structural Equation Models (SEMs) are commonly categorized into two main types: factor-based SEM and composite-based SEM. Each type is suitable for analyzing different forms of hypothetical constructs. Factor-based SEM is well-suited for analyzing factors, while composite-based SEM is tailored for analyzing composites. However, most past research has favored composite-based SEM, particularly Partial Least Squares (PLS), for analyzing factors. Such practices can introduce biases into the analysis. This article provides an illustrative example from the tourism and hotel management domain by analyzing hypothetical constructs in two scenarios: one where the constructs are treated as factors and another where they are treated as composites. The study includes six constructs: service quality, atmosphere, perceived value, satisfaction, revisit intentions, and word-of-mouth. In the first scenario, the research objective is theory testing, while in the second scenario, the research aims to assess the model's predictive capabilities when applied to datasets beyond those used for the analysis. The constructs of service quality, atmosphere, and perceived value are assumed to influence satisfaction, while satisfaction and service quality are hypothesized to impact revisit intentions. Perceived value, satisfaction, and revisit intentions are further assumed to trigger word-of-mouth.

8) 5 vs 4: A Quantitative Investigation into the Quality Metrics of Different Multiple-Choice Test Formats

Dr. Sarhisthep Sukkaew and Dr. Supamas Chumkaew
Sukhothai Thammathirat Open University, Thailand

This study employed quantitative methods to address two primary objectives: 1) to compare the quality of 5-choice and 4-choice multiple-choice tests, and 2) to evaluate the discriminant power of these formats using test response theory with kernel smoothing. Data were collected from 1,966 students at Sukhothai Thammathirat Open University who took a 120-question multiple-choice exam during the second semester of 2019. Four test configurations were analyzed: The Initial Case utilized the original 5-choice format; Case 1 randomly omitted one option from the 5-choice test, excluding the correct answer; Case 2 randomly omitted one option, including the correct answer; and Case 3 adapted the options based on the test-taker's proficiency level. The study employed Cronbach's Alpha (denoted as raw_alpha) as a reliability metric, discovering varying levels of reliability across the four cases. The highest reliability was observed in Case 3, with a raw alpha value of 0.87. There were no differences in the difficulty values or discriminatory power across all cases. The mean scores indicated that students generally performed better on the 4-choice tests in Cases 1-3 than on the original 5-choice format, referred to as the Initial Case. These findings have significant implications for test design, suggesting that 4-choice tests can achieve comparable reliability and discriminatory power to traditional 5-choice tests.

9) Development and Validation of a Composite Learning Index for Cambodian High School Students

Dr. Bunhe Harth¹, Professor Dr. Suwimon Wongwanich², and Asst. Prof. Dr. Chayut Piromsombat³

¹ Kampong Spue Institute of Technology, Cambodia, ^{2,3} Chulalongkorn University, Thailand

This study aims to develop an instrument for measuring student learning and to establish a learning index for high school students. A sample of 1,619 Cambodian high school students was selected using a stratified random sampling technique. Data were collected through a 56-item questionnaire based on a 5-point Likert scale and were analyzed using various statistical methods including descriptive statistics, content analysis, objectivity analysis, correlation analysis, construct validity (using M-plus), reliability analysis (using the R-package for Windows), and t-test analysis. The instrument consists of two key components: “Learning to Know” and ‘Learning to Do,’ each further broken down into ‘Process’ and ‘Outcome’ elements. Each of these sub-components is represented by three distinct indicators. The instrument demonstrated good content validity with an Item-Objective Congruence (IOC) index ranging between 0.50 and 1.00, and excellent construct validity, supported by a variety of goodness-of-fit indices (CFI = 1.00, TLI = .99, SRMSR = .01, RMSEA= .02). The instrument also showed high internal consistency with reliability coefficients ranging from 0.83 to 0.93. The criterion-related validity was confirmed through known-groups validation. Two methods—criterion-related and norm-related—were used to determine students' learning index levels. For this study, the norm-related method was chosen. The learning index was categorized into four levels: low, medium, relatively high, and high. Percentile ranks were also calculated to provide additional context for interpreting the learning indices of Cambodian high school students.

II. REGULAR ARTICLES

10) Developing an Integrated Rural Tourism Model for Stakeholders in Yuanjia Village, China

¹Dr. Yixuan Cheng and ²Dr. Julia Fallon, ²*Cardiff Metropolitan University, UK*

This research aims to propose an Integrated Rural Tourism (IRT) development model for stakeholders in Yuanjia village, China. Although IRT has been widely discussed, research rarely details effective approaches to developing IRT. This study, therefore utilizes Yuanjia village as a research site to develop an IRT model, conducting a mixed methods approach. The research first explores well-designed CSR initiatives for tourism enterprises to promote IRT. Additionally, as successful IRT development requires stakeholders to develop shared institutional logic to take collaborative actions, the research explores the institutional logic guiding the behaviors of stakeholders in China’s rural tourism and further examines its relationship with IRT development. The findings show that stakeholders can promote IRT through implementing the proposed CSR initiatives and developing the identified institutional logic. Theoretically, this study contributes to the localization of the IRT concept in the context of China in accordance with its unique institutional features. The proposed model also provides stakeholders with practical guidance for effective IRT development.

11) Factors Influencing Intentions to Return Express Delivery Packages for Next Use in A Developing Country

Supicha Vilaisri¹, Asst. Prof. Dr. Panida Chamchang², and Prof. Dr. Vikas Kumar³
^{1,2}*Walailak University, Thailand*, ³*Birmingham City University, UK*

The rapid growth of the e-commerce and logistics industries has generated considerable express packaging waste, which is steadily harming the environment. Thus, achieving a

sustainable e-commerce system has become crucial. This study aims to identify the factors that affect intentions to return Express Delivery Packages (EDPs) for next use by applying the extended Theory of Planned Behavior (TPB) in a developing country context, Thailand. The research data were gathered through an online survey with a total of 426 responses obtained using convenience sampling. This paper presents the constructed model and results of the empirical data analysis which utilized a Covariance-Based Structural Equation Modelling (CB-SEM) approach. The results reveal that attitude, subjective norms, perceived behavioral control, and awareness of consequences, significantly impact intentions. Surprisingly, the hypotheses for convenience, incentive, and risk perception, did not affect intentions to return.

12) How Foreign Ownership and Competition Affect the Credit Growth of Commercial Banks: Evidence from A Transitional Economy

Dr. Khoa Dang Duong¹, Nhi Ngoc Thanh Nguyen², Phuong Mai Duong Tran³, and Dr. Ha Pham⁴

^{1,2,3}*Ton Duc Thang University, Ho Chi Minh City, Vietnam,*

⁴*Ho Chi Minh City Open University, Vietnam*

This study examines the relationship between foreign ownership and market competition, proxied by bank market power, affecting the credit growth of 32 commercial banks in Vietnam from 2010 to 2020. The Random Effects Model and the Dynamic System Generalized Method of Moments were used to analyze an unbalanced panel of 278 annual observations. The findings report that foreign ownership reduces credit growth, with each percentage increase in foreign ownership reducing credit growth by 0.74%. The results indicate an inverse U-shaped relationship between competitive advantage and credit growth, with a turning point of 0.46. The main findings were found to be robust after employing an alternative market power proxy. The study recommends that bank managers and policymakers limit foreign ownership and control commercial banks' market power to promote sustainable credit growth.

13) Exploring the Relationship Between Entrepreneurial Orientation, Innovation and Financial Performance: The Mediating Role of Absorptive Capacity and Technological Innovation Capability

Sirintra Sungthong¹, Assoc. Prof. Dr. Somnuk Aujirapongpan², and Dr. Kanokwan Meesook³
¹*Phuket Rajabhat University, Phuket, Thailand.* ^{2,3}*Walailak University, Thailand*

The purpose of this research was to study the relationship between entrepreneurial orientation, innovation, and financial performance, through the mediating role of absorptive capacity and technological innovation capability. The study used a quantitative research method to collect data via questionnaire from the executive officers of 156 startup organizations in Thailand. Respondents were selected using a simple random sampling method and Structural Equation Modeling (SEM). The results demonstrate that entrepreneurship orientation is a variable directly and significantly correlated with innovation and financial performance. However, it was found that entrepreneurship orientation does not correlate indirectly with innovation or financial performance via the mediation of absorptive capacity and technological innovation capacity.

14) Digital Transformation for SME Development at Four Levels of Unit Analysis –A Literature Review

Firman Fauzi¹, Prof. Dr. Hermanto Siregar², Prof. Dr. Baba Barus³, and Dr. Galuh Syahbana Indraprahasta⁴

¹*Mercubuana University, Indonesia,* ^{1,2,3,4}*IPB University, Indonesia*

SME development requires digital transformation in order to create inclusive growth. In light of the scarcity of studies on digital transformation in the context of SME development,

this study evaluates available research on the subject using four levels of analysis. The primary goal of this research was to learn about the various determinants of digital transformation. A four-level unit analysis was carried out. A systematic literature study was used to analyze in depth the extant body of literature on various levels of topics linked to unit analysis. Scopus Preview literature sources from 2018 to 2022 were examined using typological agenda unit context, unit analysis, and digital transformation research techniques. The findings of the current study underline the scarcity of comprehensive research studies on digital transformation. It is concluded that more studies on SME digital transformation must be conducted across all analytical units. It is therefore proposed studies be conducted in the context of four levels of intervention—individual, organization, ecosystem, and sociocultural—to support DT.

15) The Impact of E-Learning on the Feeling of Job Alienation Among Faculty Members in Jordanian Universities

Assoc. Prof. Dr. Shehadeh Al-Gharaibeh¹, Assoc. Prof. Dr. Haitham Ali Hijazi², Prof. Haitham M. Alzoubi³, Asst. Prof. Dr. Alaa Amin Abdalla⁴, Lara S. Khamash⁵, and Asst. Prof. Dr. Nevin Youssef Kalbouneh⁶

^{1,4}*Abu Dhabi University, UAE*, ^{2,6}*Jerash University Jordan*,

³*Skyline University College, Sharjah, UAE*, ⁵*Westcliff University, U.S.A*

While many studies have focused on evaluating e-learning from the students' perspective and its impact on students' performance, this study deals with the impact of e-learning on faculty members aiming to identify the impact of e-Learning on the feeling of job alienation among faculty members in all public and private Jordanian universities, with a total of 498 questionnaires for analysis. A basic descriptive analysis was applied and the results were analyzed using descriptive analysis and regression. The results of the study showed that there is a negative and statistically significant effect of e-Learning through its impact on the extent to which faculty members feel job alienation, and that the rate of applying e-Learning was at a medium degree, while the degree of feeling of job alienation among faculty members was also at a medium degree. The study recommends not to rely on e-Learning completely, except in emergency cases, also limiting e-Learning to only some subjects, as the results showed that students' educational attainment was low.

16) Influence of Marketing Mix Strategy on Brand Equity Enhancement of Chinese Dried Forest Fruit Brands Based on Customer Mind Model

Yue Huang and Asst. Prof. Dr. Chanchai Bunchapattanasakda
Stamford International University, Thailand

This research aimed to study (1) the influence of a marketing mix strategy on brand equity enhancement (brand loyalty) among Chinese dried forest fruit brands, (2) brand utility as a mediator of the relationship between the marketing mix and brand equity enhancement (brand awareness, brand association, perceived quality, and perceived value), and (3) the effect of brand equity dimensions on the willingness of customers to pay a price premium. The study employed a quantitative approach utilizing online questionnaires to survey Chinese consumers who purchased dried forest fruit products from four well-known brands. A snowball sampling was used to gather responses from 480 consumers, with Structural Equation Modeling (SEM) to analyze the data. The results showed that product, promotion, and place had positive impacts on both brand utility and brand equity dimensions. The study also revealed that brand utility positively impacts both brand value and brand loyalty, serving as an intermediary for the association between the marketing mix (product, place) and brand loyalty. The study confirmed that both brand equity dimensions and brand equity enhancement positively influence customers' willingness to pay a price premium.

17) Relative Marker Omission in Thai: Evidence from Native Speakers' Acceptability Judgments and Language Transfer

Assoc. Prof. Dr. Napasri Timyam¹, Asst. Prof. Dr Natchanan Natpratan², Asst. Prof. Dr Kittinata Rhekhalilit³, and Prof. Dr. Kamil Ud Deen⁴

^{1,2,3}*Kasetsart University, Thailand,* ⁴*University of Hawaii at Manoa, USA*

Relative clauses are a well-studied phenomenon in linguistics, giving rise to discoveries about human language. In this study, we consider *thîi*-less relative clauses in Thai, in which a relative marker may be omitted under certain circumstances. The objectives of the study are to identify native speakers' conditions of *thîi* omission and to explore whether knowledge of the conditions is transferred to their relative marker omission in English. Two parallel acceptability judgment tasks in Thai and English were concluded; 437 students from various faculties at Kasetsart University judged the acceptability of *thîi*-less relative clauses while 233 non-English major students and 83 English major students at the same university judged the acceptability of English marker-less relative clauses. Results show the most favorable condition for *thîi* omission is a subject relative clause that modifies a general head noun and contains a non-eventive predicate. Such structure of *thîi*-less relative clause resembles the basic construction of nominal modification, i.e., a noun modified by a phrase. Results also showed the transfer of the *thîi* omission pattern into English, particularly among students with lower English proficiency. With L1 and L2 supporting data, the study demonstrates syntax and semantics as determinants of relative marker omission in Thai.

18) The Effectual Design Method for Internationalizing Architectural and Engineering Services: Insights from Swiss Design Entrepreneurs

Prisca Valentino¹, Assoc. Prof. Dr. Claus Schreier², and Asst. Prof. Dr. Kaedsiri Jaroenwisan³

¹*Lucerne University of Applied Sciences and Arts in Lucerne, Switzerland,*

²*Mahidol University, Salaya, Thailand,* ³*Silpakorn University, Phetchaburi, Thailand*

This research explores the use of effectual and causal design logic in architectural and engineering design internationalization. Specifically, it aims to understand how individual design entrepreneurs act across three international opportunity design problem spaces: (a) formation, (b) evaluation, and (c) exploitation. This qualitative multiple-case study employed phenomenographic, semi-structured interviews with 17 Swiss architectural and engineering design entrepreneurs.

The findings indicate that international opportunity formation is created via the dominant effectual design logic principle; international opportunity evaluation mainly applies causal design logic; and international opportunity exploitation primarily uses actions combining effectual and causal design logic principles. This research contributes to the architectural and engineering design internationalization literature, which focuses only on causal design logic and provides a practical integrative model for successful international architectural and engineering design services.

19) The Effects Green Human Resource on Employees' Green Voice Behaviors Towards Green Innovation

Asst. Prof. Dr. Ahmad Nader Aloqaily, *Jadara University, Jordan*

This study investigates the impact of Green Human Resource (GHR) practices on employees' green voice behaviors towards green innovation in Jordanian Manufacturing Companies (JMC). A survey design was employed to collect data from 187 workers in JMC using closed-ended questions on employees' attitudes towards GHR practices and green innovation. The study used the SmartPLS4 tool to conduct structural equation modeling and path analysis to examine the direct and indirect effects of GHR practices on employees' green voice behaviors towards green innovation. The study found that GHR practices and employee

involvement positively influence green voice behaviors and green innovation, with green voice behaviors mediating the effect of GHR practices and employee involvement on green innovation. The study highlights the importance of GHR practices and employee involvement in promoting sustainable development and environmental performance in JMC, with practical implications for organizations, policymakers, and regulatory bodies. Overall, the study provides important insights into how organizations can promote sustainability and innovation through effective HR practices and employee involvement strategies.

20) Harmonization of Geographical Indication (GI) Registration: A Case Study of Doi Tung Coffee

Panitipad Suksomboon, *Chulalongkorn University, Thailand*

Coffee is a highly valuable commodity worldwide, with its refining procedure and the growing environment making each source of coffee unique. As such, the concept of geographical indication has emerged as a vital legal instrument to safeguard the intellectual property rights associated with specific products. Since this protection is jurisdiction-based, each nation can customize its own safeguarding measures and registration procedures to its internal policies and preferences, resulting in differing costs to producers. This article aims to delve into the issues surrounding multiple registrations by examining the experiences of Doi Tung Coffee's registrations in Thailand, the European Union, and Japan. Harmonization of registration is proposed as a potential solution by streamlining the registration process across territories. The harmonization approach seeks to minimize the costs associated with multiple registrations and ultimately bolster the competitive edge of producers in the global market. It also underscores the significance of providing adequate protection to promote the growth and success of the coffee business worldwide.

21) Determinants of Intention to Repurchase Antigen Test Kit (ATK) Product

Long Kim¹, Asst. Prof. Dr. Teerasak Jindabot², Dr. Sook Fern Yeo³, and Songpan Janthong⁴

^{1,4}*Walailak University, Thailand*, ²*Prince of Songkla University, Thailand*

³*Multimedia University, Malaysia and Daffodil International University, Dhaka, Bangladesh*

Many businesses have continued evaluating certain determinants which significantly influence their customers' intentions to rebuy their products. In this regard, investigating the factors influencing repurchase intentions is essential to many businesses. Accordingly, this research aims to investigate how switching costs, brand experience, and brand loyalty, influence consumers' intentions to rebuy antigen test kits (ATK) for testing for Covid-19 among Thai citizens. A google form survey was developed to survey 670 people who had previously bought an ATK. However, only 523 responses were deemed valid and usable for analysis through a Structural Equation Model. Results revealed that brand loyalty was significantly influenced by brand experience and switching costs. Consumers remained loyal to the same ATK brand if they were satisfied with their experience of using the ATK product. This could happen when they faced a high barrier of switching to another brand. Repurchase intentions were significantly influenced by brand loyalty and brand experience, but not switching cost.

22) Tourism Influencers' Photos: A Guideline for Creating Promotional Media

Nattapon Nukulkam and Asst. Prof. Dr. Tatiya Theppituck, *Naresuan University, Thailand*

This research examined the tourism imagery on social media posted by influencers to provide a guideline for creating promotional content in accordance with the travel needs and motives depicted in sample photographs. Qualitative and quantitative approaches were used to determine categories of content based on travel motivation studies and photography and to analyze photographs collected from Thai tourism influencers. The extracted data were

organized to form a guideline. The first finding suggests that there are four dimensions in the content of travel photography: Escaping, or the desire to rest in a different environment; Seeking or Exploration, or the need to seek novelty; Intrapersonal, or the need for self-improvement; and Interpersonal, or the need for kinship or social interaction. The second finding is a guideline for creating tourism promotional media, derived from the data obtained from the analysis of sample photographs. It was found that the most essential contents are those relating to Natural Aspects and Relaxation, followed by Leisure and Learning Activities. Content that falls outside of these categories is usually specific to the narrative or qualities of the destination and should be considered Content According to Storytelling.

23) Book Review

We are proud to present a review of a practical guidebook on business by Asst. Prof. Dr. Pichayalak Pichayakul from Chiang Mai University titled “*The Sustainable Business Handbook: A Guide to Becoming More Innovative, Resilient and Successful,*” by David Grayson, Chris Coulter, and Mark Lee, who are leading experts in the field of sustainable business management. This book is being shortlisted for Project Syndicate 2023, and the winner of the Business Book Awards 2023 in the Change and Sustainability category. The book offers comprehensive guidance for organizations and leaders to face the complex situations of sustainable business management and able to transform challenges into innovation opportunities and success using case studies from the real world.

As you might have observed, each article will be published online with its Crossref DOI number on the journal website for quick reference and citation as soon as it is ready.

I wish to express my deep gratitude to Rev. Brother Dr. Bancha Saenghiran, for his unfailing leadership and continued support. Again, my sincere and deepest appreciation to our Guest Editor, Dr. Noppadol Manosuthi for his precious time and professional effort, his dedication and coordination behind the scenes as well as his competent Guest Editorial Team and all invited exceptional contributors for their contributions, dedication, and great teamwork. My heartfelt gratitude is extended to all regular contributors, reviewers, and editors. Your invaluable support and contribution to this Special Issue of the ABAC Journal is remarkable and phenomenal for the Journal.

Indulge yourself exploring what we have in this issue. As always, we welcome your feedback.

Absorn Meesing, Ed.D.
Editor-in-Chief
ABAC Journal