

EDITORIAL

This volume of the ABAC Journal, Vol.44 No.3 addresses key players as well as challenges faced by practitioners in today's business fields. With a total of 15 articles and a book review, diverse content areas and varied research methodologies are comprehensively explored and presented in this volume.

Notably, starting with Sathatip et al. (2024), where a comprehensive SLR (Systematic Literature Review) is conducted to analyze the patterns of Structural Equation Modeling (SEM) used in research in the travel and tourism industry, published in JTTM (Journal of Travel & Tourism Marketing) between 2020 and 2022. Findings of the study indicate that factor-based SEM has been more frequently used in comparison to composite-based SEM. For future research, greater emphasis should be placed on composite-based SEM, particularly utilizing techniques such as Integrated Generalized Structured Component Analysis (IGSCA) and Partial Least Square Consistent Structural Equation Modeling (PLSc-SEM), as these methods are hybrid techniques that can analyze both factor and composite variables within the same model.

Following the above findings, predictably, SEM is deployed in Subongkod and Hongsakul's (2024) study to analyze the business performance of private hospitals in Thailand in view of management perspectives. Findings reveal the importance of an enterprise resource system, the capability of entrepreneurs, and the focus on competitive differentiation, which in turn, has a positive effect on customer relationship management, leading to brand loyalty, and subsequently enhancing business performance.

Subsequently, He et al.'s (2024), "*How Nano-Influencers' Citizenship Behavior Affect their Stickiness to the Social Commerce Platform? The Roles of Perceived Value*" examines the role of Nano-Influencers (NI, defined as Social Media Influencers (SMIs) with fewer than 1000 followers), and their citizenship behavior, in the co-creation of desirable social values via social commerce platforms using PLS-SEM. Findings reveal a positive effect of NI citizenship behavior, their perceived value, and their stickiness to the platform, which is influenced by utilitarian and emotional value. The study enhances the theoretical understanding of nano-influencers' impacts on social commerce platforms by using value co-creation theory.

Along this line, Kanthawongs and Jabutay (2024) analyze the impact of social media on young adults' lives through online activities resulting in their impulse buying behavior. Using PLS-SEM with data from 416 young Thai adults, findings indicate that the social interaction motive elicits both hedonic browsing and upward social comparison, where hedonic browsing also acts as an antecedent of upward social comparison. Interestingly, the increased intensity of browsing and comparison elevates the likelihood of impulse buying.

Also using PLS-SEM techniques, Rita et al. (2024) examine the effects of Human Capital (HC), Structural Capital (SC), and Relational Capital (RC) on MSE performance and analysis of the mediating impact of a Competitive Advantage (CA) on the relationship between these capitals and MSE performance. Findings reveal that human capital and relational capital have a significant effect on CA while HC, RC, and CA have a significant positive effect on MSE performance.

Another study using PLS-SEM for data analysis is Yasri et al. (2024) which examines the impact of brand authenticity on branding choice among Indonesian millennials. In this study, the mediating roles of brand trust, brand love, and brand value are analyzed. Results show that all these mediating variables have a significant impact except for the relationships of brand trust and brand value with brand choice. Similarly, brand trust, brand love, and brand value, prove to be mediating variables.

Srisawasdi et al. (2024), on the other hand, examine the relationship between COVID-19 policies and international trade using data on the household welfare in OECD countries.

Findings reveal that international trade flows show significant associations with aspects of household welfare indicators, namely unemployment rate, labor underutilization rate, and household savings. Additionally, the COVID-19 pandemic had significant effects on labor underutilization, household consumption, and household savings.

The six articles mentioned above focus on Structural Equation Modeling (SEM), underscoring the technique's prominence within the academic community. Despite SEM's widespread use in scholarly research, a novel perspective has been recently advocated by leading business scholars such as Dul (2024). The suggestion is to integrate a causal perspective through necessity logic to complement traditional additive logic (Hauff et al., 2021). Wattanawaraporn and Manosudhikul (2024) illustrate this approach in their research on tourist behavior within the context of sports events. The study reveals that even if predictor variables appear statistically insignificant in SEM analyses, it may be premature to conclude that these variables are unnecessary. The work demonstrates that, despite a lack of statistical significance in SEM, such predictor variables may still hold considerable importance when examined through the lens of necessity logic. The ABAC Journal supports the incorporation of necessity logic as a complementary approach to traditional additive logic in SEM studies, reflecting a commitment to broadening analytical perspectives in research.

The first of two articles using qualitative methods is Thaldumrong (2024). This study explores the factors influencing Chinese consumers' purchase decisions regarding purchasing of condominiums for residential purposes in Thailand, and to understand consumers' rationale and concerns in relation to these factors. The findings identify 17 key factors including location, functionality, expenses, safety, future rental or sale opportunities, scenery and surroundings, facilities, reputation of developer, etc. The study generates a wide range of factors, rationale, and the concerns, among this particular market segment.

The second is Kraivichien and Pruetipibultham (2024), with a study titled "*Determinants of New Venture Survival: A Case Study of Startups in Thailand*", which examines the problems with startups as only 10% of them survive. Thirty-one key informants participated in this study. The findings of the study identify insightful external, internal, and individual determinants consisting of 18 themes affecting new venture survival in Thailand. Interestingly, one interview comment from a participant in each theme is given to illuminate the point being said. Readers may find individual determinants quite interesting for learning about startups in Thailand.

The remaining five articles involve finance-related topics, three of which comprehensively examine the role of innovation in their study, beginning with Li and Aumeboonsuke (2024). This study investigates the impact of the research & development ratio, venture capital, and investor sentiment, on the IPO underpricing rate utilizing data from STAR (The Shanghai Science and Technology Innovation Board) which led the Chinese capital market revolution. The results indicate that venture capital and investor sentiment are positively related to IPO underpricing, while R&D investment negatively influences IPO underpricing. The study sheds light into specific facets of the capital market.

In the study by Jirawuttinunt et al. (2024), the effect of organizational innovation is examined to investigate the relationship between disruptive innovation and organizational performance. Results indicate that organizational innovation capability plays a vital role through its mediating effect on the relationship between disruptive innovation (technological disruption and market disruption) and organizational performance. The study enhances the knowledge of disruptive innovation, informing predictions and decision-makers in related fields.

Duong et al. (2024), on the other hand, explore the influence of innovation and market competition on stock returns in Taiwan before and after the 2008 financial crisis. This study has marginal contributions as innovation investment is a vital driver of competitiveness and

growth. The empirical findings suggest that innovation premiums persist in Taiwan. In addition, findings also report that higher market concentration reduces stock returns. This study supports policymakers and managers to develop innovative activities in emerging markets. It also supports the information asymmetry theory and the resource-based view theory.

Now we come to the last but not least two articles in this volume, the first, Nasution et al. (2024), addresses digital payment systems and their impact on poverty in Indonesia. The results show that an increase in digital payments through the volume of ATM and debit card transactions is associated with short and long-term poverty reduction, whereas the variable volume of credit card transactions and volume of electronic money transactions does not significantly impact poverty in the short or long term. Hatane et al. (2024), the second study, examines the influence of Environmental, Social, and Governance (ESG) on the Cost Of Equity (COE) during and pre COVID-19 in Indonesia, analyzing 65 Indonesian public companies in the non-banking and financial sectors. The results reveal that ESG performance is favorable in lowering the COE, although this beneficial effect of ESG performance on COE decreased during COVID-19, such that it could not effectively mitigate the negative impact of COVID-19 on the COE. Being transparent to stakeholders, thereby mitigating information asymmetry, and the ability of companies to manage information asymmetry is substantial during high-uncertainty periods.

As usual, we present an interesting book review titled “*Speed & Scale: An Action Plan for Solving Our Climate Crisis Now*” by John Doerr, in Pichayakul (2024). Doerr is a renowned engineer and venture capitalist, and the initiator of the “Objectives and Key Results” (OKRs) approach described in his New York Times bestselling book, “Measure What Matters”. In his new book, he calls for urgency and ‘we’ scale in resolving the climate crisis. The book deliberately fosters a sense of mutual ownership and responsibility towards the stewardship of our vulnerable earth.

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