

Editorial

Maria Socorro Cristina Fernando , PhD (Marrisa)
Associate Director and Lecturer, MMOD
Graduate School of Business , Assumption University of Thailand

In this second volume we feature research done in various contexts which provide an array of information and new learnings on the field of management, business, and economics. The topics of these issue include gold price , and brand loyalty and various organizational issues such as leadership, loyalty, motivation, service quality, communication that affect the productivity of business .

Natjaphak Jaraskunlanat and Thongdee Kijboonchoo, Ph.D.' s article determined the factors that affected the Gold Price in Thailand during 2005 – 2015 and findings of this study identified World Gold Price, Dow Jones Industrial Average, USD Index, Consumer Price Index, SET Index, and Time Lag as significant predictors of the Gold Price in Thailand.

The research “The Influencing Factors toward Brand Loyalty of Smartphone in Phnom Penh, Cambodia” by Kao Dauch, Dr. Apichart Intravisit, and Asst. Prof. Dr. Sirion Chaipooirutana investigated the influencing factors of the independent variables, i.e. brand affect, brand trust, customer satisfaction, perceived quality, advertising spending, customer orientation, and CSR toward brand loyalty as dependent variable for the Apple iPhone in Phnom Penh, Cambodia. The results showed that brand trust had a high positive significant influence on brand affect, perceived quality had a high positive significant influence on satisfaction, advertising spending had a high positive significant influence on perceived quality and that brand affect, brand trust, satisfaction, perceived quality, and CSR had a positive significant influence on brand loyalty in terms of behavior, commitment, and price tolerance.

The article “Improving Service Quality of the Restaurant Staff: A Case Study of Deutsches Eck Pub & Restaurant” by Sirilak Benjamin and Maria Socorro CL Fernando is an action research that focused on improving the service quality of the restaurant staff in terms of communication, assurance and responsiveness at Deutsches Eck pub and restaurant. There was significant difference between the Pre and the Post ODI on communication, assurance and responsiveness. Continuous development has lead the restaurant service to go beyond customer's expectation.

Chanapa Fukbua and Maria Socorro C.L. Fernando Ph.D. presented a paper on “A Proposed ODI to Improve Motivation and Loyalty among Engineers: A Case Study of UNC Company” which described and analyzed the current situation of UNC Company in terms of improving motivation and loyalty among engineers in an engineering department which had a high rate of turnover. On the basis of the initial assessment, the researcher identified, developed and proposed appropriate OD interventions to improve motivation and loyalty in the UNC Company.

The paper “Improving Employees' Engagement and Communication: A Case Study of Professional Accounting Services (PAS) Chiangmai, Thailand” by Koravich Kharnijor focused on engagement and the communication as most common factors that affected productivity of people in an organization. Organization Development interventions (ODI) were conducted to increase the level of employees' engagement and communication between the management and the employees to improve productivity. Results showed positive outcomes especially in the area of communication understanding and internal working productivity.

It is our hope that this latest issue of our journal significantly contributes to the body of shared knowledge and learning, a vital force of change in this information era.