

EDITORIAL



The *International Research E-Journal on Business and Economics (Creative Technology Management) (IREJBE)* is an international, peer-reviewed scholarly journal published by the AU Myanmar Institute of Technology (MIT) in collaboration with the Graduate School of Business and Advanced Technology Management, Assumption University, Thailand. Since its establishment in 2016, the journal has served as a rigorous academic platform for the dissemination of high-quality research across diverse domains within business and economics.

In 2026, the journal was officially renamed from *The International Research E-Journal on Business and Economics* to its current title to reflect a strategic expansion of its interdisciplinary scope. This transformation aligns with evolving academic paradigms and industry developments, particularly the increasing convergence of creativity, digital technologies, and management practices. The revised scope emphasizes the integration of traditional business and economic research with emerging fields in creative technology management.

The journal's renewed focus encompasses:

- A strong foundation in Business and Economics
- An expanded emphasis on Creative Technology Management
- Interdisciplinary engagement with Arts, Music, Sport, and Entertainment Management
- Alignment with digital transformation, innovation, and creative industries

For **Volume 9, Issue 1**, the journal presents six scholarly contributions that reflect this interdisciplinary direction.

The **first article**, titled “*Factors Influencing the Selection of Spiritual Tourism Destination: A Case Study of the Memorial Park*” by Ummarit Klomchitcharoen, examines the determinants influencing tourists’ decisions in selecting spiritual tourism destinations. The study explores key motivational, cultural, and experiential factors, providing insights into how destination attributes shape visitor preferences and contribute to sustainable tourism development.

The **second article**, “*Reinterpreting Chinese Artistic Heritage in Contemporary Product Design: Integrating Cultural Identity and Design Innovation*” by Hui Li, Zhe Shen, Taminee Shinasharkey, and Aaron Loh, investigates how traditional Chinese artistic elements can be reinterpreted within modern product design. The study highlights the role of cultural identity in driving innovation and demonstrates how heritage-based design contributes to both aesthetic value and market differentiation.

The **third article**, “*Chinese Artistic Heritage and Craft through Artificial Intelligence: Cultural Identity and Design Innovation in the Midjourney Era*” by Ya Zhou, Minghui Li, and Chompu Nuangjamnong, explores the application of artificial intelligence—particularly generative tools such as Midjourney—in preserving and transforming traditional crafts. The research emphasizes the intersection between AI-driven creativity and cultural sustainability, offering a novel perspective on digital heritage innovation.

The **fourth article**, “*Designing a Professional Learning Community (PLC) to Improve Teaching Effectiveness at St. Gabriel College: A Case Study of Teachers in the English Program*” by Masini Kaswamili and Kitikorn Dowpiset, examines the implementation of PLC frameworks in educational settings. The study evaluates how collaborative professional development enhances teaching practices and learning outcomes, particularly within language education contexts.

The **fifth article**, “*The Impact of AI-Driven Recommender Systems on Consumer Behavior in Thailand: The Roles of Trust and Satisfaction*” by Babak Jahed, Taminee Shinasharkey, and Poonphon Suesaowaluk, investigates how AI-powered recommendation systems influence consumer decision-making. The findings highlight the mediating roles

of trust and satisfaction in shaping behavioral intentions, offering valuable implications for digital marketing and e-commerce strategies.

The **sixth article**, “*AI-Enhanced Immersive Learning for Intangible Cultural Heritage: The Case of Chinese Paper-Cutting*” by Zhe Shen, Zhang Jin, Lei Wang, and Yulong Li, explores the integration of artificial intelligence and immersive technologies in cultural heritage education. The study demonstrates how AI-driven interactive learning environments can enhance cultural understanding and engagement, particularly in preserving intangible cultural practices.

Collectively, the articles in this issue reflect the journal’s commitment to advancing interdisciplinary research at the intersection of business, economics, and creative technology management. They offer theoretical contributions and practical insights that address contemporary challenges in digital transformation, cultural innovation, and sustainable development.

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Editor-in-Chief

International Research E-Journal on Business and Economics
(*Creative Technology Management*) (IREJBE)