

EDITORIAL

This issue of the GSB e-Journal emphasizes on the results which are significantly related to the Business Administration in the Asian countries. Firstly, the article “*Factors influencing consumers’ hard disk drive purchases in Bangkok, Thailand*” highlighted on the demographic, marketing mix and consumer behavior factors (specifically attitudes toward technology and reference groups). This study employed quantitative research methodology by using a survey questionnaire to collect data from 385 respondents who had purchased or planned to purchase a HDD in Bangkok through either online or offline communication channels and the study identified that product, place, attitude toward technology and reference group showed positive influence over customers’ purchase intention.

Secondly, “*Development of an e-Learning model in SMEs management skills for Thai food clusters*” was tailored to develop a web-based learning model in Small and Medium Enterprises (SMEs) management skills for Thai Food Clusters called MONARCHIST model. The model was conducted based on the needs of learners and experts’ recommendations by using Learning Management System (LMS) to facilitate an online course. The data were collected from the entrepreneurs, who were working in five sectors of food production areas. Research findings examined that the MONARCHIST model met the 80/80 efficiency criterion. Furthermore, the satisfactory score of learners towards the MONARCHIST model was high (4.38 out of 5.00). These results concluded that the MONARCHIST model was effective and practical for implementation.

Thirdly, “*Behavioral intention of Bangkokians to adopt mobile payment services by type of users*” was set to understand the factors impacting customer behavioral intention to start using mobile payment service in the case of Thai people in Bangkok. Moreover, the researchers investigated the differences between 2 types of users as personal used user and business owner user towards the behavioral intention to adopt mobile payment services. The questionnaire was provided and collected from 400 respondents using convenience, quota and the snow-ball sampling methods by using linear regression and independent sample t-test.

Fourthly, the research on “*Entrepreneurial branding and purchase intention: the mediating role of trustworthiness*” emphasized the challenges to trigger demand, achieve and sustain growth for newly emerged businesses is receiving considerable attention with the growing number of start-ups’ launches. The study aimed to examine the extent to which entrepreneurial branding impact the purchase intention of new products through the development of trustworthiness. The data were collected from 53 individuals between the ages of 18 and 65 residing in France. The result of the research proved an existing relationship between Innovativeness of the Product and Ability.

Trend of the research in business mostly focus on the application of Digital Technologies to enhance business abilities to compete under rapid changes of the society members’ behavior. Many variables related to the internet, websites, online social medias were included to many research also.

Kitikorn Dowpiset, Ph.D.
Editor-in-Chief