

EDITORIAL

This issue covers eight articles and one book review concerned with business and administration in Asian countries. In detail, the first article is A Study on the Mechanism of Senior Housing Customer Value Proposition on Customer Purchase Intention in China. This study is based on the logic of “behavior-perception-purchase intention” and intends to address the influence and mechanism of Senior Housing customer value proposition (CVP) on the customer perceived value (CPV), customer perceived risks (CPR) and customer purchase intention (CPI) in the Chinese conditions.

Article two is User Satisfaction with Learning Management System (LMS): A Case of Assumption University. The objective of this research is to implement teaching and learning process with the purpose to understand how LMS (Learning Management System) supports leaning process. The research is comprised of two phases. The first phase of the research involved a qualitative study by searching some related documentary data to the study. The second phase of research, a quantitative method was undertaken

In article three, An Investigation of The Factors Influencing Consumers of Different Generation’s Behavioral Intention towards Franchised Japanese Restaurants in Bangkok, Thailand. This research attempts to investigate the factors that impact consumer’s behavioral intention towards franchised Japanese restaurants in Bangkok to examine the differences among three generational groups (Generation X, Generation Y and Generation Z).

In article four, The Factors Influencing Parent’s Intention to Send Children Aged between 8-18 Years Old to Study in UK Boarding Schools. This study aims to investigate the factors influencing parents’ intention to send children to study abroad in UK boarding schools by using the factors from previous studies in different countries.

The fifth article, Attitudes towards Academic Personnel Quality Evaluation System Through Information Technology. The purposes of this research were (1) to study the attitudes toward academic personnel quality evaluation system through information technology and (2) to study the influence of perceived ease of use and perceived usefulness on attitudes toward academic personnel quality evaluation system through information technology.

The sixth article, How much is enough? Constraints of Population, Temperature Rise, Politics and Economics: A Concept Paper. This paper broadly adopts that approach but also mentions The Sufficiency Economy (SE) Thailand which is derived from Buddhist philosophy.

In article seven, An Examination of the Relationships Between Self-Perceptions, Conspicuous Consumption, and Saving Behavior. This paper seeks to examine (1) the effects of social status and the three major components of self-esteem, performance, appearance, and social self-esteem, on conspicuous consumption and (2) the impact of conspicuous consumption on saving behavior.

In article eight, Factors Influencing Generation Y’s Online Purchase Intention toward XYZ Online Store in Thailand. This study aims to determine factors influencing generation Y’s online purchase intention toward XYZ online store in Thailand. Factors are including quality, brand image, convenience, promotion and trust had a significant influence to online purchase intention.

BOOK REVIEW, Dead in The Water: Global Lessons from The World Bank’s Model Hydro Power in Laos. This book will appeal to those concerned with the environment and the influence which construction of dams impacts the wider environment, natural, socio-cultural political and economic.

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