

EDITORIAL

Welcome to the first issue of the AU-GSB e-Journal. It is 'first' in more than one way since this is also the first Assumption University publication exclusively available on the web.

The latter feature is of particular significance as it substantially facilitates the dissemination of information and exchange of ideas, in keeping with the intended role of the AU-GSB e-Journal as a forum for on-going debates on a wide range of business-related issues. Indeed, with its ever-increasing popularity and availability, the Internet is clearly the medium best suited for AU-GSB e-Journal contributors and readers alike to express their views. However, unlike formal college debating, the debates envisioned do not intend to determine a winner, do not presuppose set topics by which debaters are bound, and do not have to take place within a limited time; they are, on the contrary, sought to be on-going explorations of multifarious issues.

This first edition features four articles: Article one, focusing on whether graduates from Bangkok-based international MBA programs are meeting the management needs of their organizations, records a survey of local employers in the public and private sectors and explores its findings. Dr. John Barnes' study, the first to date to record employers' evaluation of international MBA graduates' management skills in the Bangkok context, also paves the way for further research on this topic and debunks some enduring myths on MBA programs.

In article two, Dr. Erik Cohen examines medical tourism in Thailand. Currently at the core of a divisive debate among politicians and economists, medical tourism also happens to have recently caught the attention of the national press with hyperbolic headlines, such as *Crack Down on Brain Drain*.¹ The increasing shortage of professionals to which this headline refers is one of the many public healthcare-related issues raised in this article.

Article three considers creative problem solving by employees in large organizations. Detailing an intervention designed to elicit ideas from a company's employees, this paper compares the results of this project with three others; two that use a similar process and one that use Appreciative Inquiry. Dr. Vorapot Ruckthum and Dr. Ray Clapp argue that all people within an organization are creative when given the opportunity and provided with a setting that will support and motivate them.

In article four, which also concerns itself with tourism, Dr. Jutamas Wisansing explores community participatory planning; a form of tourism linked to the concept of sustainable development. Identifying several areas of tensions in achieving participatory planning, this paper urge analysts to reexamine five fundamental issues.

¹ *The Daily Express* June 2, 2008 4.

The book reviewed, *DigiMarketing*, is the brainchild of two South-East-Asia-based co-authors, a scholar and a practitioner. As Mr. Thierry d'Argoeuves reports, it merges scholarly research with in-the-field experience to provide insightful comments on an area bound to expand exponentially in the years to come.

A quote from an address on leadership at a recent dinner talk will conclude this editorial. The speaker, expounding on the 'declaration of impossibility' paradigm underlying his presentation defined a leader (as opposed to a manager) as one *declaring the impossible to be possible and sharing that vision*. As I was listening, I could not help relating this statement to this then embryonic e-publication. Not in terms of its coming into existence but, more relevantly, in terms of the opportunities it affords aspiring and well-established entrepreneurs and business leaders alike to chronicle their achievements and visions of the seemingly 'impossible' as ways of inspiring and spurring into action all those holding such dreams.

In other words, your thoughts, comments, concerns, and experiences matter to us. Set in part to instigate exchanges of views on business-related issues, the AU-GSB e-Journal expects to hear from you.

Jean Dautrey
Managing Editor