

EDITORIAL

The end of the year is nearing and with it comes the ritualistic plunge into the past twelve months in search of the defining moments in our lives and of some milestones that will shape our future. Each year invariably stages major events and sees its share of disasters and this year is no different.

The end of the year also marks the time for the second annual issue of the journal. As with the preceding ones, this issue features a variety of topics, ranging from students' awareness (or lack thereof) of the 10-member Association of Southeast Asian Nations (ASEAN) to MBA students' thesis writing, adaptive selling, and beer purchase intention.

Article one, *Embracing an ASEAN Economic Community: Are Thai Students Ready for the Transition?* focuses on evaluating the readiness of the students of a well-known Bangkok-based University in terms of "knowledge levels" and "attitudes." In anticipation of the commencement of the ASEAN Economic Community (AEC) in 2015, countries across the region are developing strategies to increase awareness and prepare their populations to embrace this new phase of economic regionalization. Dr. Philip Nicholls and Ryan Barbin aim to gain insights into the extent to which tertiary students are prepared to embrace the upcoming changes heralded by the implementation the AEC.

In the second contribution, *Managing Adaptive Selling Behaviors through the Regulatory Fit Approach*, Dr. Phanasan Kohsuwan tackles the issue of adaptive selling, focusing on how the regulatory focus theory (RFT), a theory of motivation and self-regulatory orientation that has been rapidly gaining prominence in the field of psychology, can be drawn from to explain a variety of buyer decision-making phenomena. Dr. Phanasan Kohsuwan's study extends the application of RFT to business-to-business (B2B) service industries.

In article three, *Why Do MBA Students Delay Completing their Thesis?* Dr. John Barnes investigates the problems which some universities offering MBA programs with thesis option encounter as students often delay completing their theses. The purpose of this academic paper is to identify the nature of the delay and its impacts on the several parties involved as well as to propose an educational management solution.

Article four, *A Proactive Approach to Customer Service in the Airline Industry: the Relationship between Emotional Intelligence Customer Orientation and Self-Rating Performance*, takes a fresh look at the performance of cabin crew members as frontline service workers. As Jenjira Promduang reports, there are significant relationships between emotional intelligence and information exchange, emotionality, and information exchange, and well-being and performance.

In the next article, *Factors Influencing Beer Consumption Intention among Vietnamese Females*, Trang N.D. Le tackles the still sensitive issue of female alcohol consumption. Although the article specifically focuses on women in Vietnam, the trend it depicts may not be limited to one Southeast Asian country and may haringer new trends in the region.

Article six, *Determinants of SMEs' Performance in the Context of Kyaing Tong, Eastern State Myanmar*, explores the correlation between entrepreneurial competencies, external factors, firm characteristics, location, market orientation and the performance of SMEs in the

Kyaing Tong area, Myanmar. As Han Min Oo reports, although Myanmar has become the “darling of investors,” much remains to be done in terms of competencies needed for SMEs to thrive.

In article seven, *Understanding the Drivers of Long Stay Retirement in Hua Hin*, Ayan Ismail Ali investigates international retirees’ choice of Hua Hin, known as the “retirement haven” of Thailand, as a long stay retirement destination. Thailand (and Hua Hin in particular) has become one of the top spots, not only for vacationing or working, but also as a retirement option for elderly Western retirees.

Finally, article eight, *A Study of the Expectations and Perceptions of Bhutanese Tour Operators in regard to the Service Quality of the Association of Bhutanese Tour Operators*, offers an insider’s view on Bhutan and its growing tourism industry. Known across the world for its stunning beauty and concept of Gross National Happiness (GNH), as opposed to Gross Domestic Product (GDP), the country is witnessing a steady rise in the number of visitors.

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