

EDITORIAL

This issue covers eight articles and one book review concerned with business and administration in Asian countries. The first article titled 'Extended UTAUT2 Model on factors influencing of Mobile Commerce Acceptance in Yangon, Myanmar' attempts to investigate the factors influencing Mobile Commerce acceptance in Yangon, Myanmar and examines the differences in acceptance level among three generation groups (Generation X, Generation Y and Generation Y). The two extended variables such as disturbance concerns negatively significantly, and perceived trust positively significantly influence the behavioral intention towards M-Commerce acceptance.

The second article focuses on Beyond disruptive e-learning: Holistic health integrated learning concept with core objective to propose an Integrated Learning Concept (ILC) for holistic healthcare.

The third article identified the Factors influencing on purchase intention of Thai and Chinese customers towards the Hotel Industry in Bangkok, Thailand. The researcher applied nonprobability sampling as a sampling technique and collected the data through questionnaires with 400 respondents. The findings of the conceptual model revealed that eWOM affected loyalty and purchase intention as shown in the results of hypothesis one and two.

The fourth article encompasses the effects of Transformational Leadership on work engagement in the Kingdom of Thailand: A Case Study of a Thai MNC. This study attempted to add to previous studies conducted on the effects of performing OD interventions in Thai companies.

The fifth article titled 'Keep it simple: A relentless business strategy in a World of complexity. The XYZ corporate story in brief' demonstrate how XYZ Corporation has perfected the art of achieving simplicity in its business strategy within a complex business world in order to achieve market dominance in their field of carbonated cola-based beverages.

The sixth article emphasizes the comparison of factors influencing Chinese people in Bangkok Intention to use two online payment applications In Thailand. The study identified that ease of use, convenience, system quality and usefulness all have a significant positive influence on intention to use Alipay and K-PLUS online payment application.

The seventh article identifies the effects of budgetary participation on firm performance on finance businesses in Thailand. The study aims at investigating the relationships among budgetary participation, resource utilization, operational effectiveness, business productivity, and firm performance of finance businesses in Thailand. Furthermore, budgetary participation becomes a main strategic tool in helping firms drive, explain and determine superior business outcomes in the volatile competitive markets and environments.

The eight article study aims to analyze the impacts that are influencing on individual's adoption intention towards using accounting software by discovering the impacts on user's adoption intention towards accounting software, providing the proofs that environment, cost and familiarity can lead user's adoption intention in order to help in expanding the market share of local technology company.

Book Review – Our stone Future by Theo Colborn, Dianne Dumanoski and John Peterson Myers. This book seeks to alert us to the dangers we face from the products of modern science which were developed with good intent to serve a specific purpose, but without long term testing to identify unwanted and deadly consequences.

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