

## EDITORIAL

New acronyms, which the Oxford Dictionary defines as “abbreviations formed from the initial letters of other words and pronounced as a word as they spell,”<sup>1</sup> keep popping up. One that has been receiving much attention lately is **NEET**, which stands for **N**ot in **E**mployment, **E**ducation, or **T**raining, in reference to young people, 15-24 years old and unemployed; a growing legion these days. According to OECD figures, the NEETs in developed countries now number 26 million. The International Labor Organization reports that 75 million young people globally are looking for a job. World Bank surveys suggest that 262 million young people in emerging markets are economically inactive. Whichever way you measure them, the number of young people idle is high and alarming. As the late Margaret Thatcher used to say, “Young people ought not to be idle. It is very bad for them.” Not just for them but also for their countries. The anger of the young jobless is bursting into the streets of many countries and in the rich world, crime is on the rise. An entire generation may be lost.

Young people who left school at the earliest opportunity are twice as likely to be unemployed as university graduates. It would be unwise to conclude, however, that the practice of boosting the number of people who graduate from university should be continued. In many countries, many students with expensive liberal arts degree are finding it hard to land decent jobs. The focus should not be on the years of education people get but on its content.

Employment opportunities, training, sustainability and the relevance of education are at the core of a number of articles featured in this edition, starting with Dr. James Lancaster’s contribution, *The Village Fund Program: A Challenge on Self-Governance*. This study of a credit distribution system based on self-governance focuses on the need for community members to manage their own fund and learn to work together in order to make the fund sustainable, a necessity given the high subtractability of microcredit.

In the next contribution, *The Focal Determinants of Service Fairness and Service Recovery Satisfaction in Cloud Computing*, Dr. Phanasan Kohsuw and Montri Lawkobkit look at service fairness from a structural and social perspective and offer a theoretical model that can explain and predict service recovery satisfaction.

As its title indicates, article three, *Investigating the Impact of the Implementation of a Legal Practice Management System on the Employee Productivity of a Small Thai Law Firm*, looks at the impact of IT implementation on organizational performance in the legal service industry, a sector in which few such studies have been conducted. As Dr. Onanong Pilun-Owad reports, when combined with the proper organizational development intervention, Information Technology-enabled business processes can be effective.

The fourth contribution is an article entitled *The Factors Influencing BBA Selection: A Comparative Study between Indian Students in Kerala, India, and Chinese students in Bangkok, Thailand*. Unsurprisingly, it was found that the main motivation for students to embark on business studies was, directly and indirectly, money. As Father Biju Joseph argues, this makes teaching ethical issues at business school even more critical.

---

<sup>1</sup><http://oxforddictionaries.com/efinition/english/acronym> (accessed May 14, 2013).

Article five, *Factors Affecting the Repurchase Online Shopping Intention of Thai Customers in Bangkok: A Case Study of eBay.com*, examines issues of increasingly more concern to website users, most notably privacy. As Fayyaz Muhammad points out, customer distrust is on the rise.

In Article six, *The Use of Mahua Oil in Achieving a Sustainable Business in Rural Entrepreneurship*, Father Tijumon Mankottil Sebastian tackles the challenging problem of how to reduce poverty in the district of Bastar in the state of Chattisgarh, India, and make local tribes self sufficient. As this study reports, using products available in their own localities in an innovative manner will go a long way in solving this issue.

Article seven, *ING Students' Online Purchase Intentions at Eight National Universities in Beijing, China*, explores a sector, online shopping, that has been growing exponentially in the last few years thanks in no small part to young people's infatuation with the internet and prices that are generally lower than in real stores; two trends which according to Hao Kui will endure.

In article eight, *The Impacts of Tourism and Local Residents' Support for Tourism Development: A case study of Jeongseon, a Rural Community, in the Gangwon Province, South Korea*, the small rural tourism destination on which Sun Hee Choi focuses has become highly dependent on tourism for its survival after losing most of its industrial activities. It is therefore not surprising that local people believe tourism development has a positive economic and socio-cultural impact but a negative environmental impact, which begs the question of whether tourism development can actually be eco-friendly.

In the final article in this edition, *An Appreciation for Indian Cuisine among Bangkokians and Foreign Tourists in Bangkok: a Case Study*, Roshna Sonker assesses the level of popularity of Indian food in Bangkok, making it clear that when restaurants offer genuine Indian cuisine, customers respond positively. As she stresses, however, the risk that eateries offering 'pseudo' Indian food may generate misperceptions as to the true nature of Indian cuisine is high and potentially damaging.

Finally, the book reviewed by Dr. John Barnes, *What Money Can't Buy; the Moral Limits of Markets* by Michael J. Sandel, focuses on the pervasiveness of marketing and money into areas of our lives where they previously held little or no influence. Readers of all ages and vocations will find this book both insightful and stimulating. It will provide them with a taste of things to come in Thailand and Asia.

Jean Dautrey,  
Managing Editor