

## 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 stages major events and sees its share of disasters, some more significant than others. This year witnessed, among other, many extreme weather events, the latest, in the Philippines, wreaking havoc in an area also long hit by poverty. The increasing frequency of these extreme weather events was recognized at the 18<sup>th</sup> Conference of the Parties (or COP 18), more commonly known as the U.N. talks on climate change, held in early December in Doha, Qatar. So were slower-acting threats such as droughts and the rise in the sea level.

The Doha meeting concluded after the customary all-night negotiating sessions, this time, over who must bear the costs and burdens of a warming planet. Last year, in Durban, South Africa, all the participants agreed to work toward a new protocol that would require actions of all parties – not just rich nations as is the case under the Kyoto agreement signed in 1997. Yet, the Doha conference did not produce even the barest outline of what the new agreement, to be concluded by 2015 and to enter into force in 2020, would look like, leaving those questions to future meetings.

In Doha, the delegates, however, noted the widening gap between what countries promised to do to reduce emissions and the growing concentration of greenhouse gases in the atmosphere. Clearly, while an important forum, the U.N. conference is at best a partial solution to the planetary warming.

The most effective actions to date have been taken at the regional, national, and local levels, with a number of countries adopting aggressive emission-reduction programs. It is those kinds of efforts that hold the most promise for controlling a problem that is growing faster than initially predicted. Community involvement in environmental conservation and environmental initiatives need to be further encouraged.

The next few years may also see a major drive from consumers, with eco concerns increasingly driving their preferences, thereby creating opportunities for environmentally-correct companies.

Seeking to adjust to new realities, whether economic or otherwise, and anticipating new trends are also what largely guides the contributions to this edition.

In the first contribution, *Evaluation of the Profitability of Technical Analysis for Asian Currencies in the Forex Spot Market for Short-Term Trading*, Maliheh Rezaei Adariani examines technical analysis, a topic that has garnered much interest among short-term traders. The study covers the foreign exchange rates of three active Asian currencies in the Forex spot market (the Japanese Yen, Singaporean dollar, and Hong Kong dollar).

In article two, *Enhancing and Enriching Student Learning Styles and Performance through Whole Brain Literacy and Appreciative Inquiry Interventions: a Case Study of Ethics Classes, Assumption University*, Thitiya Disphanurat looks at ways of raising the standards of higher

education, exploring various student learning styles and performance parameters. Her ethics classes formed the experimental groups.

Article three, *Factors Affecting Customer Choice of Products in Terms of colors in Chengdu, China*, takes a fresh look at customers' choice of products based on colors. As Rui Gong reports, while, typically, the colors of packaging and ambience do have an impact, the color of the logo does not.

In article four, *Impact of Social Networking Websites on Business Today*, Phyo Min Tun considers some of the business opportunities as well as the threats and challenges associated with social networking websites, which will increasingly shape the ways in which businesses collaborate and communicate.

In the next article, *Exploring the Impact of Employer Educational Assistance as an Organizational Development Intervention on Enhancing Organizational Commitment and Reducing Turnover Intention: A Case Study of a Telecom Corporation in Thailand*, Papon Ratanachaikanon examines the relevance of corporate educational assistance programs in terms of organizational commitment and decline in turnover intention, two of the main benefits sought. One of the issues raised is whether the cost of tuition assistance programs is commensurate with the benefits received.

In article six, *Towards Enhancing Leadership Styles and Skills through Organization Development Intervention to Increase Employee Engagement*, Sunanta Vejchalermit looks at employee engagement - and disengagement - and at the factors affecting it in the context of a leading financial service companies in Bangkok and seeks to determine which leadership styles are the most appropriate to positively impact it.

Article seven, by Antti Mikael Aromäki, entitled, *A Comparative Study of Different Finish Media Attitude and Behavior toward Advertising Avoidance and Used Time*, tackles the issue of advertisement avoidance. It examines the behavior of media users in respect of six media (TV, newspapers, magazines, radio, emails and social networks).

In the next article, *A Study of the Impact of two United States Quantitative Easing Programs on some Major Financial Markets*, Theemaporn Panyasombat discusses the impact of two U.S. quantitative easing programs on stock returns in eight major financial markets.

Article nine, *Relationship between Brand Awareness, Perceived Quality, Trust, Value, Loyalty and Brand Equity: a Case Study of the Vinamilk Brand in Ho Chi Minh, Vietnam*, focuses on the brand equity of a major Vietnamese company in the food industry. As Nguyễn Ngọc Đan Thanh reports, word-of-mouth, while contributing to the development of brand equity, needs to be supplemented with promotional activities.

In article ten, *A Structural Analysis of Motivation, Familiarity, Constraints, Image and travel Intention of Chinese Non-visitors to Thailand*, Cheng Zhong examines the perception of Thailand by Chinese non-visitors. As Mr. Zhong reports, Chinese non-visitors to Thailand tend to see the Kingdom as synonymous with happiness, passion, and easy-goingness and regard Thai people as friendly and well mannered; a positive image critical to the promotion of Thailand as a tourism destination.

Finally, in her article entitled *The Effect of Leadership Style on Employee Satisfaction and Performance of Bank Employees in Bangkok*, Rochelle Joy Belonio explores the transformational leadership style in the banking sector, arguing that it can have a positive effect on different facets of employee job satisfaction.

As Dr. John Barnes notes in his Book Review, the publication reviewed, *Health and Wellness Tourism; Spas and Hot Springs*, will prove invaluable to entrepreneurs wishing to enter this tourism market and to academics and post-graduate students interested in pursuing this topic.

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