

## EDITORIAL

This issue covers seven articles and one book review concerned on how to write and publish a scientific paper. The first article titled “*International tourism and economic development – a panel data analysis of top 10 tourist visited countries*” analyzes relationships between international tourism and economic development of top 10 tourist visited countries. In so doing, the researchers adopted a quantitative research method, namely, panel-data multiple regression analysis to help analyze relationships among variables and test hypotheses.

The second article titled “*The study on millennials Chinese independent traveler’s decision to visit Bangkok, Thailand*” identified the factors that influence millennials Chinese traveler to Bangkok for independent travel. Based on the push-pull theory, the researcher selected three push (Escape, Get experiences & Knowledge, Socialization) and three pull factors (Nature, Culture, Activity).

The third article titled “*A community branding development for ethnic identity and eco-cultural tourism in Nakhon Phanom province, Thailand*” emphasized on the concept of ethnic identity is useful for cultural heritage in Nakhon Phanom Province has become particularly involved with the specialists of cultural and sustainable tourism in the country.

The fourth article titled “*The factors influencing Thai passenger’s intention to reuse Grab car service in Bangkok*” aimed to explore the key factors influencing Thai passenger’s intention to reuse Grab Car service in Bangkok. The researcher focuses on six factors which are Perceived Usefulness (PU), Perceived Ease of Use (PEOU), Perceived Price (PP), Perceived Convenience (PC), Perceived Safety (PS), and Brand Image (BI).

The fifth article titled “*Factor influencing the customers to use online shopping platform for shopping cosmetics: a case study of people in Bangkok*” is examined to survey and look into the points that impact consumers use of online shopping platform to shop cosmetics in Bangkok.

The sixth article titled “*Too clever for our own good: a reflective review of twelve key issues in our western societies*” identifies the unintended social and medical consequences which have arisen, in twelve of the most troubling social and medical issues of today. This research invites reflection and thoughtful critical comment from readers.

The seventh article titled “*Contribution of social media and cultural intelligence on Indian-Thai B2B*” aimed to examine the benefit of social media in facilitating cross-cultural sales performance and to investigate the mediating effect of cultural intelligence (CQ) and two selling behaviors on increasing sales success.

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