

EDITORIAL

On November 1, 2011, it was reported that the world's population had reached the 7 billion mark on the last day of October – give or take a few months. Demographers at the United Nations Population Division set October 31, 2011 as the “symbolic” date for hitting 7 billion, while acknowledging that it is impossible to know for sure the specific time or day. Using slightly different calculations, the U.S. Census Bureau estimates the 7-billion threshold will not be reached until March.

A number of countries claimed that the seventh-billion baby was born on their land, a claim obviously impossible to verify and of little import. Unsurprisingly, given their very large population, China and India were among the claimants who also included a number of highly-populated countries in Africa.

A few other statistics will help put this landmark figure into perspective. It took only a dozen years for humanity to add another billion people to the planet and reach the milestone of seven billion. In 1950, the world's population totaled 2.55 billion. It grew up to 6.1 billion in 2000. According to current projections, the global population will reach eight billion by 2025-2030 and will likely increase to around nine billion by 2045-2050; alternative scenarios for 2050 range from a low of 7.4 billion to a high of more than 10.6 billion.

Food production has so far kept pace with population growth, but as Mathusians¹ point out, food supply relies heavily on petroleum-based fertilizers. Moreover, they argue, many crops have become so genetically uniform that a crop failure could potentially have global repercussions. Another threat is food prices which are expected to keep rising sharply on a global scale, causing serious malnutrition to spread widely. There has also been much concern over water supply both for crop and human consumption purposes.

As one of the articles featured in this edition reports, corporations, among others, can help address these issues. Entitled *The Impact of a Corporate Social Program on a Company's Image and Reputation: a Case Study*, this article by Tuongdung Lenguyen shows how corporate involvement in contemporary issues through CSR activities can make a difference yet, at the same time benefit companies.

Organization Development (OD) is at the core of the next three articles. The first one, an article by Douglas OLoughlin entitled, *The Journey of Personal and Organization Development – with some Maps for the Trip*, provides some practical insights into how individuals and organizations can navigate a world with higher levels of complexity, uncertainty, and change.

In the second article, *The Power of Hexagon as an Organization Development Process*, Perla Rizalina M. Tayko and Udomsak Saponkij focuses on the use of Hexagon, a “thinking through” process which they assess through various activities such as strategic planning, negotiating, or organizational assessments.

The first of the students' contributions, *The Impact of ODI on Employee Motivation, Communication, Training and Development and employee Performance: a Case Study*, reports on the findings of an OD intervention at a Bangkok-based garment company that involved almost the entire staff.

In the six contribution, *The Impact of an ODI on leadership, Motivation, and Employee Engagement to enhance Organization Effectiveness: a Case Study*, Oraphan Monphichit Pavaravadhana focuses on the pre- and post- ODIs performances of management at a Bangkok-based mid-size company.

¹ Disciples of the economist Thomas Malthus who in 1798 incorrectly predicted that the world would run out of food by the mid-19th century.

The five students' contribution is an article by Ling Chang on the impact of celebrities' product endorsement. Entitled *Factors Influencing Changsha Teenagers' Purchase Intention towards Celebrity-endorsed Apparels*, it examines the psychological and socio-cultural factors, product attributes, and attitudes prompting teenagers to buy clothes that have been endorsed by celebrities.

Finally, John Barnes' book review of *Film Induced Tourism* by Sue Beeton introduces us to an area of tourism that is fast expanding. As Dr. Barnes points out, "This volume will prove invaluable to academics whether faculty members or students at the graduate and post graduate levels."

Jean Dautrey
Managing Editor