

EDITORIAL

This issue covers fifteen articles. The first article titled *“Factors Affecting Purchase Intention of Air Purifier as Green Product among Consumers during the Air Pollution Crisis”* emphasizes on the awareness of people towards air purifiers during the pollution crisis in Bangkok.

The second article titled *“Increasing Employee Motivation and Use of ERP System to Enhance Organizational Performance”* aims to study on how to enhance organizational performance level at AAA, an electrical engineering and manufacturing company in Myanmar, which has initiated technology use in the operations by implementing ERP (Enterprise Resource Planning) system.

The third article titled *“Determinants of Intention to Use DevOps in Cambodia’s Technology Industry”* focuses on the key determinants that impact the intention of developers to use DevOps practice in technology industry, mainly software development, within Phnom Penh, Cambodia.

The fourth article titled *“Determinants of Student Satisfaction on Continuing Education Intention: A Case Study of Private University in Cambodia”* examines the impact of determinants of student satisfaction on continuing education intention for a master’s degree at a leading private university, locating in Kampong Cham province, Cambodia.

The fifth article titled *“Relationship Determinants between AI Technology Adoption Behaviour and Performance of Software Enterprises”* considers the software enterprise as the research object, takes the artificial intelligence as the independent variable and the software development cost as the dependent variable.

The sixth article titled *“The Impact of E-Commerce on Customer Satisfaction and Customer Loyalty during the COVID-19 Pandemic: A Quantitative Analysis in Thailand”* is aimed to identify the impact of e-commerce on customer satisfaction and customer loyalty among online shopping platforms in Thailand during the COVID-19 pandemic.

The seventh article titled *“Thailand’s Ageing Policy in Active Ageing Perspectives”* assesses Thailand’s ageing schemes in the perspectives of Active Ageing Index (AAI).

The eighth article titled *“An improvement plan to enhance employee engagement using a needs assessment method: A case study of a company in Thailand”* is aimed to co-create a development plan to enhance employee engagement.

The ninth article titled *“Economic Returns to Travel and Hospitality Businesses in Hot Spring Attraction Areas in The Upper Northern Provinces of Thailand”* is tailored to examine economic returns to tourism business in hot springs attraction areas in the upper northern provinces of Thailand.

The tenth article titled “*The Mediating Variable of Self Efficacy in the Participation of Individual Factors in Community Music Activities of Chinese Community Residents*” that uses structural equation model to explore the influence path and mechanism of external factors and self-efficacy on participation in community music activities.

The eleventh article titled “*Factors Affecting College Students' Intention to Use English U-learning in Sichuan, China*” aims to evaluate the effects of perceived ease of use, social influence, service quality, perceived usefulness, satisfaction, and attitude toward using and intention to use English u-learning on college students.

The twelfth article titled “*Workplace Diversity Influence on Employee Retention in Organizations during the COVID-19*” aims to identify the factors influencing workplace diversity on employee retention in organizations during the COVID-19.

The thirteenth article titled “*Employee’s Health Management Evaluation System for the Enterprise*” aims to establish one employee health management system for enterprises. Through sending the questionnaires by e-mail or face to face delivery to human resource management experts who work in the universities and enterprises in China.

The fourteenth article titled “*Miscommunication at the Workplace: Causes and Ways to Improve Internal Communication*” aims to identify the significant causes and reasons that lead to miscommunication at the workplace and to suggest the key solutions for the organizational management to improve internal communication, based on BERLO’S SMCR Model; Sender, Message, Channel and Receiver.

The fifteenth article titled “*Desirable UX for Promoting Prachinburi Cultural and Local Wisdom Tourism of Thai Tourists*” aims to study Thai tourists’ experiences and behaviors in making a trip to visit cultural and local wisdom destinations in Prachinburi; to understand user journeys of Thai tourists in making a trip to visit cultural and local wisdom destinations in Prachinburi; and to identify the target users and propose desirable user experience for website development for promoting Prachinburi cultural and local wisdom tourism based on the users’ perspectives.

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