

## EDITORIAL

The AU-GSB e-Journal is a semiannually international journal publishing the finest peer-reviewed social science articles across the entire spectrum of academic fields. The AU-GSB e-Journal has been indexed in TCI – Thai Journal Citation Index Centre (Tired 2).

This issue covers twenty-two articles. The first article titled “Factors Influencing Undergraduates' Perceived Learning and Continuance Intention Towards Using M-Learning” aims to examine the factors that influence undergraduates' perceived learning and continuance intention using M-Learning in a private university in Chengdu, China.

The second article titled “Factors Impacting on Satisfaction and Continuance Intention of English Literature Students on the Use of Cloud-based E-learning in Ningxia, China” aims to examine factors impacting the satisfaction and continuance intention of college students majoring in English literature on the use of cloud-based e-learning in Ningxia, China.

The third article titled “Determinants of Satisfaction and Loyalty in Innovative Personal Health Assistant Services for Potential Hypertension Patients: A Case Study on a Private Hospital in Thailand” aims to explore the determinants of satisfaction and loyalty in innovative personal health assistance services for patients with potential hypertension symptoms.

The fourth article titled “Factors Impacting on Satisfaction and Behavioral Intention of Social Science Majors Students Toward E-learning: A Case Study of a public university in Sichuan, China” aims to examine the factors impacting social science majors' students' satisfaction and behavioral Intention to use electronic learning (E-learning) in a public university in Sichuan, China.

The fifth article titled “The Antecedents of Satisfaction and Loyalty of College Students Towards Online Learning in Chengdu, China, during COVID-19 ” aims to identify the key antecedents of satisfaction and loyalty of college students toward online learning in Chengdu, Sichuan province, China, during the current COVID-19 epidemic.

The sixth article titled “Behavioral Intention of Male Students to Use 5G Internet Network to Use Online Education Platforms in Sichuan, China” aims to explore the factors influencing male students' behavioral intention to use 5G internet network to use online education platforms in Sichuan, China.

The seventh article titled “Tourists' Accommodation Choices Based on Sustainable Practices of Budget Hotels in Bangkok” aims to understand the factors affecting tourist choice of accommodation towards sustainable practices, using a budget hotel in Bangkok as a case study.

The eighth article titled “A Bridging the Technology-Government Policy Divide: Understanding the Acceptance of Blockchain Adoption in Thailand's Agriculture” focuses on investigating the factors influencing the adoption of blockchain technology in Thailand's digital agriculture policy.

The ninth article titled “Empirical Research on Influencing Factors of Behavioral Intention with Mobile Library Among Undergraduate Students in Suzhou, China” aims to investigate the significant factors that influence the use of mobile libraries at selected universities among undergraduate students.

The tenth article titled “Exploring the View of Parents of Primary School Students on the Use Behavior of U-Learning in Thailand During COVID-19” explores the factors influencing the behavioral intention and use behavior of primary school parents in a private school in Samutprakarn, Thailand, towards ubiquitous learning (u-learning) during the height of the COVID-19 pandemic.

The eleventh article titled “Grade Can Be Classified Effectively with the Measures of Student Satisfaction and Loyalty: A Case of a School in Yunnan, China” determines the factors influencing the satisfaction and loyalty of students towards the academic grading system at Huayu Featured School (Main Campus) in Zhaotong City, Yunnan Province, China.

The twelfth article titled “Factors Impacting Satisfaction with Blended Learning Among Private College Students in Mianyang, China” aims to examine the factors of task technology fit, confirmation, cognitive presence, teaching presence, social presence, and learner-instructors interaction to impact blended learning satisfaction for two private college students in Mianyang, China.

The thirteenth article titled “Exploring Determinants of Generation Y Consumers’ Behavioral Intention and Use Behavior of Mobile Payment in China” aims to examine the factors that influence the mobile payment behavior of Chinese Generation Y consumers, focusing on their intention and use behavior.

The fourteenth article titled “Assessing Parents on Factors Impacting Primary Students’ Continuance Intention to Use Tencent Class Platform in Chongqing City, China” investigates parents on the factors influencing students’ continuance intention of the Tencent Class platform among parents in a primary school located in Chongqing city, China.

The fifteenth article titled “A Study on The Influencing Factors of Students’ Behavioral Intention and Usage Behavior of Massive Open Online Courses in Dazhou, China” aims to explore the factors that influence the students’ behavior intention and usage behavior of Massive Open Online Courses (MOOCs).

The sixteenth article titled “Factors Impacting Online Consumers’ Attitude and Purchase Intention Via Online Shopping Platforms in China” aims to investigate the determinants influencing Chinese online shoppers’ attitudes and purchase intention toward online shopping in China.

The seventeenth article titled “Exploring Impacting Factors of Undergraduate Students’ Satisfaction with Online Courses of Adult Higher Education in Chengdu” explores the satisfaction of adult higher education undergraduate students with the online course education method in Chengdu.

The eighteenth article titled “A Research on Practical Teaching and Influencing Factors of Vocational College Student’s Performance in Chengdu, China” investigates the factors that influence the students’ performance of Chengdu higher vocational college students, which are determined by perceived usefulness, perceived ease of use, attitude, behavioral intention, social influence, students’ performance, and use behavior.

The nineteenth article titled “An Assessment on Behavioral Intention to Use Chaoxing Learning Platform in The Post-Pandemic Among Third-Year Undergraduates in Anhui, China” investigates the factors that impact assessment on behavioral intention to use Chaoxing Learning Platform in the post-pandemic among third-year undergraduates in Anhui, which are determined by perceived ease of use, perceived usefulness, attitude, behavior intention, facilitating conditions, self-efficacy and subjective norm.

The twentieth article titled “Measuring College Students’ Entrepreneurship Intention and Behavior in Zhejiang, China” investigates factors impacting college students’ entrepreneurship intention and behavior in Hangzhou, Ningbo, and Wenzhou in Zhejiang Province.

The twenty-first article titled “Legalization of marijuana and the effects on economy and society from the healthcare professional’s perspective” aims to explore the legalization of marijuana (cannabis) the effects on economy and society from the healthcare professional’s perspective.

The twenty-second article titled “Factors Influencing Patient Loyalty towards Dental Care Providers – Residents in Bangkok, Thailand” aims to investigate the influence of service quality and reputation on patient satisfaction and patient loyalty.

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