

## EDITORIAL

The Scholar: Human Sciences, a journal encompassing the fields of humanities and social sciences, has earned acclaim in the Thailand Citation Index (TCI) as a prominent publication since 2015. It currently holds the esteemed TCI: TIER2 classification. We take great pride in presenting the latest issue, which features a collection of manuscripts that have undergone rigorous evaluation. Each submission has been meticulously reviewed through a blinded review process by three specialized reviewers from different institutions, both internal and external to the authors. This peer-reviewed accreditation ensures the scholarly quality and integrity of the published articles.

This issue covers twenty-six articles. The first article titled “Measuring the Level of Non-normal Students’ Usage Behavior and Satisfaction with Art and Design Online Course in Hunan, China” aims to examine the factors influencing actual usage and satisfaction of non-normal students with the art and designs online course at four Universities in Hunan, China.

The second article titled “Factors Impacting Satisfaction and Continuance Intention of Art and Design Students to Study with Online Education in Chengdu, China” aims to investigate factor impacting satisfaction and continuance intention of undergraduates majoring in art and design on online learning of handicrafts in four public universities in Chengdu, China.

The third article titled “Exploring the Significant Drivers of Chinese Art Students’ Satisfaction, Loyalty and Learning Performance in Chongqing, China” investigates the influence of students’ satisfaction, loyalty and learning performance using Tencent Conferences online learning in Chongqing, China.

The fourth article titled “The Investigation on Satisfaction and Behavioral Intention to Use Graduation Management System: A Case of Chinese Art Students” assesses factors impacting the satisfaction and behavioral intention of students in art majors who graduated in 2022 and have been experiencing the use of the graduation management system in China.

The fifth article titled “Determinants of Commitment and Performance of Teachers in the National Training Program in Kunming, Yunnan” aims to examine the determinants of commitment and performance of teachers in the National Training Program in Kunming, China.

The sixth article titled “Investigating the antecedents of Potential Hypertension Patients’ Brand Loyalty and Brand Equity in Personal Health Assistant Services: A Case Study on a Private Hospital in Bangkok, Thailand” aims to investigate the factors that significantly impact brand loyalty and brand equity in personal health assistant services perceived by patients with potential hypertension at a private hospital of Bangkok, Thailand.

The seventh article titled “Examining the Factors Impacting Satisfaction and Loyalty in Innovative Personal Health Assistant Services for Hypertension Patients of a Private Hospital in Thailand” examines the factors impacting satisfaction and loyalty in innovative personal health assistant services for hypertension patients of a private hospital in Bangkok, Thailand.

The eighth article titled “Factors Impacting Art Major Undergraduates’ Continuance Intention to Use E-Learning: A Case in a Public University of Chongqing” aims to explore the significant factors impacting undergraduate art majors’ continuance intention toward e-learning at Southwest University in Chongqing, China.

The ninth article titled “The Future of Work and the Impact of Automation on Jobs in Gig Economy in Thailand: A Review of Literature” encompasses in this discussion comprise the potential ramifications of automation, the emergence of novel employment prospects, and the significance of education, labor, and collaboration between industry and academia.

The tenth article titled “The Investigation on Student Satisfaction and Loyalty Toward Online Learning during COVID-19: A Case Study of a University in Chengdu, China” aims to investigate student satisfaction and loyalty determinants in a university in Chengdu, Sichuan Province, China during the current COVID-19 epidemic.

The eleventh article titled “Determining Influential Factors of Customer Satisfaction and Repurchase Intention Toward Online Food Application in Chengdu, China” pinpoints the influential factors of customer satisfaction and repurchase intention toward online food application in Chengdu, China.

The twelfth article titled “Identifying Factors of Female Students’ Behavioral Intention to use 5G for Online Education in Sichuan, China” examines the factors that influence the behavioral intention of female students in Sichuan universities to use the 5G for online education platform.

The thirteenth article titled “Factor Analysis of Satisfaction and Continuance Intention to Use Online Payment Among University Students in Chengdu, China” aims to explore satisfaction and continuance intention to use online payment among university Students in Chengdu, China.

The fourteenth article titled “Reviewing Figurative Chunks” summarizes the connotation of figurative chunks that can be considered as prefabricated strings of coherent or incoherent non-literal language structures that are stored in memory as a whole and extracted directly.

The fifteenth article titled “Analysis of Factors Affecting the Satisfaction of Associate Degree Students with The Flipped Classroom in Chengdu, China” aims to investigate the key factors that significantly impact the satisfaction of flipped classrooms among students at the Chengdu Vocational University of Art.

The sixteenth article titled “Exploring the Guardians’ Point of Views on Their Children’ Satisfaction and Behavioral Intention to Learn with Cartoon Animation in Sichuan, China” aims to explore the guardians' views of their children's satisfaction and behavioral intention of cartoon animation in Sichuan, China.

The seventeenth article titled “Influencing Factors of Urban Residents’ Green Consumption Behaviour in Henan Province, China” explores the factors that affect the green consumption of urban residents in Henan, China, based on the theories of Theory of Consumption Value (TCV), Theory of Related Action (TRA), and Theory of Planned Behavior (TPB).

The eighteenth article titled “Factors Impacting College Student Satisfaction, Perceived Usefulness, and Continuance Intention with E-learning in Dezhou, China” aims to identify significant factors impacting junior college students’ continuance intentions to use e-learning at a public university in Dezhou, China.

The nineteenth article titled “The Study on Practical Teaching of College and Significant Factors of Student’s Performance in Chengdu, China” aims to investigate the factors that influence students’ performance of the practical teaching of Chengdu higher vocational college students, which are determined by perceived usefulness, perceived ease of use, attitude, behavioral intention, social influence, and use behavior.

The twentieth article titled “Factors Influencing Undergraduate Students’ Satisfaction Towards Online Learning in Chongqing, China” aims to assess the factors influencing student satisfaction, including self-efficacy, perceived usefulness, ease of use, information quality, service quality, and system quality.

The twenty-first article titled “Determining Factors of Art Students’ Intention and Use Behavior Toward Online Art Exhibitions in Sichuan, China” aims to explore the factors impacting the use of online art exhibitions in Chengdu universities.

The twenty-second article titled “The Analysis of Structural Equation Modeling of Organizational Strategy in Disruption Period, Catholic Identity and Organizational Performance of Catholic Private Schools” aims to explore the organizational strategy in the disruption period, Catholic identity, and organizational performance of Catholic private schools.

The twenty-third article titled “Japanese Human Resource Management, Expatriate Condition, Local Manager’s skill, And Internal Communication Affecting the Success of Localization Management of Japanese Subsidiary at Eastern Seaboard Industrial in Thailand” aims to study the influence of Japanese Human Resource Management, Expatriates’ condition, Local manager’s skills and roles, and Internal communication affecting on success of Localization in a subsidiary through indication of Organizational performance.

The twenty-fourth article titled “An Empirical Investigation of Elementary Art Teachers’ Satisfaction and Continuance Intention to Use E-Learning Systems in Chongqing, China” aims to assess critical factors that significantly impact the satisfaction and continuance intention of art teachers from primary schools in Chongqing Province of China for online education.

The twenty-fifth article titled “Factors Influencing the Undergraduate Students of Music Education Use Behavior to MOOC in Guangxi, China” aims to explore undergraduate students’ use behavioral to online platform in Guangxi, China.

The twenty-sixth article titled “Factors Impacting University Majoring in Vocal Music Students’ Behavioral Intention to Chaoxing Learning Platform in Changsha, Hunan, China” determines students’ behavioral intention to Chaoxing learning platform. The study was conducted in public primary university in Changsha, Hunan Province, China, with majoring vocal students who had at least one year of experience using this technology.

**Assoc. Prof. Dr. Rawin Vongurai**  
**Editor-in-Chief, The Scholar: Human Sciences**