

FOREWORD

As an academic journal with interests that are very wide, the *ABAC Journal* has long focused on the generation diverse areas of knowledge. Understandably and justifiably, more narrowly focused specialist journals tend to emphasize particular methodologies appropriate to the problems and content of their field. This necessary specialization is obviously valuable, but the *ABAC Journal* is premised on the notion that interactions between specialized fields which allow the integration of their results are as important as an intellectual activity, even if more diffuse and less definable.

We are thus pleased not only to include a particularly wide variety of topics in this issue but also to publish an article that specifically addresses this more global perspective. In their article, Asst. Professors Kawsar Ahmmmed and Md. Aftab Anwar consider the process of knowledge creation within an organization and the ways to optimize that process. At the heart of their approach is a wide-ranging consideration of how knowledge is stored, in informal as well as formal ways, within an organization and how it can be extracted and used. This expansive view has an important role within knowledge production and is especially important for a generalist publication like the *ABAC Journal*.

Both knowledge production and marketing in the modern world are increasingly dependent on Internet searches, and we can expect that the importance of this strategy will increase in the future. Thanakorn Sathitwitayakul and Dr. Kriengsin Prasongsukarn address questions related to the optimization of commercial websites to maximize their effectiveness. Given the role of the Internet in the modern economy, this itself is a critical issue, but the exploration of this topic in a marketing context is apt to provide insight into the organization of information that will be useful for everyone involved in the production and dissemination of knowledge.

The relation between specialized topics and more general contexts plays a critical and fascinating role in Dr. Myint Thein's exploration of the teaching of financial statement analysis to students who are not always fully committed to occupations where this activity plays a major role. Students who may not be aware of the implications of this difficult course content need proper motivation, suggesting the importance of wider contexts even to quite specialized activities. Again, a clear lesson is that no area of knowledge is disconnected from surrounding areas.

Natanaree Posrithong's article explores the relations between Siam and Russia in the era of King Chulalongkorn at the turn of the previous century. Working from documents in the Thai National Archives, the relationship between the Siamese court and the Romanov dynasty, Posrithong considers in the context of King Chulalongkorn's campaign for the modernization of the country. It may seem that this consideration is, at this point, of merely

academic interest but that would be a mistake. Contemporary Thai history stands as a continuum and understanding this earlier era is essential to the understanding of the contemporary political and economic situation in Thailand.

One of the most important methods of increasing personal understanding and knowledge is travel, both to distant countries and to other areas of one's own. Tourism plays an important economic role in many communities, and this activity is not merely a diversion but also a way of increasing experience in a pleasurable manner. In Dr. Ramesh Boonratana's article, community-based tourism in Thailand is considered, particularly how to expand this aspect of the tourism industry by making use of local markets to attract visitors.

Any general consideration of the world of knowledge must encompass philosophical reflection. The previous issue of the *ABAC Journal* contained a review of a work of contemporary philosophy that suggested a continuity with ancient values. In this current issue of the *ABAC Journal* Prof. John Matturri considers elements of the metaphysics of the medieval philosopher Thomas Aquinas, a follower of Aristotle, that reflects aspects of the thought of Plato, a philosopher often seen in opposition to Aristotle. This consideration of an historical attempt to integrate seemingly incompatible traditions demonstrates the dynamic interactions of intellectual history, a dynamism that is at the heart of the *Journal's* own editorial philosophy.

Every vital publication, particularly every academic journal, must constantly assess its role in the overall intellectual world. This is especially important to those publications, such as the *ABAC Journal*, which are generalized rather than specialized. We are happy that the interesting mix of articles in this issue has allowed us to demonstrate to our readers some level of our current thinking about the importance of our work.

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