

FOREWORD

To say the year 2015 has been an ‘inspired year’ for us would not be an overstatement. We the ABAC Journal editorial team have experienced an exceptional year. We learned a great deal and we made our milestone achievements, which in turn made us feel energized and naturally set our next-step goal: to achieve international recognition, SCOPUS to be exact. We, of course, realize it will be a long journey but we are inspired and determined!

With that goal in mind, we have started to pave the way for our target. We are honored and fortunate to add to our Editorial Board, appearing for the first time in this current issue, several more outstanding international specialists and experts.

May I have the honor of introducing our new editorial board members:

- **Prof. Dr. Ted Fleming**, Professor of Education, Masters and PhD from Teachers College, Columbia University, 2014 distinguished award from Columbia University, Senior Lecturer and Head of the Department of Adult Education at the National University of Ireland, Maynooth. Associate Dean of Social Sciences, NUIM. Previously a Lecturer at Dundalk Institute of Technology, UK
- **Prof. Dr. Andre Habisch**, Professor of Economics, KU School of Management, Katholische University, Germany.
- **Prof. Dr. Xiaoguang SHI**, School of Education, Peking University, China
- **Prof. Dr. MA Qiuwu**, School of Foreign Languages, Tongji University, China
- **Prof. Dr. Qi Xin**, Professor in International Economics and Trade, Tianjin University of Finance and Economics, China.

We welcome on board each of the five new scholars. We are honored and look forward to working with each of them.

I could not end this foreword without an expression of my deep gratitude towards our continuing editorial board and editorial advisors. Without their professional support and guiding advice, the ABAC Journal would never have made it to where it is today.

The editorial board’s expansion will be an ongoing quest as we continue our search for more internationally and globally recognized experts to serve on the board. These experts’ role is not merely giving us advice on direction and major themes/issues of the three main areas of the Journal but we also expect them to kindly provide us with their critical review of 1-2 manuscripts per year or contribute to us a research/academic article. It is our hope to occasionally, if not regularly, publish one article from our international board members from the next issue onward.

In this issue, we focus more on language & literature and education as we have planned for a focus on business management and tourism in our special issue of AU-NRCT partnership in March 2016.

We are proud to present An Analysis of “Sorghum” Metaphors in the Novel “Hóng Gâoliáng Jiâzú”: A Cognitive Linguistics Approach by Yao Siqu, a PhD candidate at Thammasat University whose dissertation is bound to receive a distinction award from a university in USA. In this paper, Yao Siqu critically examined the work of, 2012 Nobel Prize in literature winner, Chinese author, Mo Yan, from a cognitive linguistic perspective. With sufficient background information of the ‘Red Sorghum’ scene, a village in China, readers with no background in the literature can have a more in-depth appreciation of the analysis whilst those interested can do further study based on her citations.

In the “Co-curricular Activities and Achievement in Language Learning of Secondary School Students in Nigeria”, Alabere Rabi Ajoke, Dr. Aspalila Bt. Shapii, and Asst. Prof. Md. Kamrul Hasan examined the influence of out-of-classroom co-curricular activities on student achievement in English learning in randomly selected Nigerian secondary schools. Interestingly, the result shows that students who spend longer time actively participating in the activities perform significantly better.

From Nigeria, the three authors, Amphorn Sriyaphai, Assoc. Prof. Dr. Supitr Samahito, and Dr. Pongsak Swatdikiat, brings us back to Thailand where they strongly make a proposal in their paper titled, “Managing Sport in Educational Institutes for National Sport Development”, that Thailand needs to put ‘sports development and management’ as a national agenda item so that gifted and talented children in sports can be early identified and nurtured to their full potential academically and in their sport development at all levels of education. They also recommend a national sports university and all educational institutes to take it seriously five functions of sports management.

In this issue we have two articles in business management. In “An Analysis of Non-Consumption and Anti-Consumption: The Practices and Insights in Bangladesh”, Assoc. Prof. Mohammed A Jahed and Md. Anwar Sadat Shimul examine the non-consumption and anti-consumption behaviors of consumers in Bangladesh. Through interviews with consumers from different backgrounds, factors and motivations behind non-consumption and anti-consumption were identified. While affordability seems to be a general cause, the authors also found that consumers avoid certain products that were over-exaggerated by the companies, as well as that religious norms and values guide their non-consumption practices to a considerable extent.

Lastly, Asst. Prof. Dipanwita Bhattacharjee and Asst. Prof. Mouri Dey present their research report in “Competitive Profile Matrix: A Theoretical Review” where Competitive Profile Matrix or CPM is the basic concepts used as an analytical tool to analyze

competitive advantage based on critical success factors and in order to inform organizational strategy formulation. The authors conclude that CPM does not depict a clear picture of the competitive situation because of its subjective selection and assessment of critical success factors; however CPM can be successfully improved by integrating some other sophisticated tools which can then lead to successful strategy formulation.

Our book review is on human resource management. In recent years, and likely for many years into the future, how to optimize human resources performance has become a vital element and a key to the success in any organizations. A timely and comprehensive book review of *Performance Management: A Roadmap for Developing, Implementing and Evaluating Performance Management Systems* by Elaine D. Pulakos, The SHRM Foundation is presented in this issue by two thoughtful reviewers: Aroosha Qamar, MS Scholar and Khaliq Ur Rehman, PhD Scholar.

Enjoy and indulge yourself in reading. Please let us know your thoughts about this issue.

Looking forward to seeing you once again in our Special Issue of the AU-NRCT Partnership publication on business management, hotel management, and tourism in March 2016.

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