

FOREWORD

It is apparent to all of us; we are living in a globalized age accelerated by the Internet-ICT technology that increasingly affects all of us. As a consequence, interdependency and interconnectedness have become a norm. Just to cite one recent incident, in the past decades, we—wherever we are in what corner of the world—have been repeatedly informed of global warming as one serious global issue that demands cooperation from all countries, leading or developing countries alike, if we want to survive. Then, the current U.S. President, long before he even declared his run for the American Presidency, was saying that man-made global warming is a myth!

In response to this bold statement, I would like to invite our readers to read the Economist May 27th-June 2nd 2017 issue (with its front cover of “Ocean Warning” on fish-in-bone as background). Two informative articles in the issue succinctly address the ocean warning. One piece of alarming information involves ocean pollution, just to give one example. The article explains that by the middle of the century the ocean could contain more plastic than fish by weight, not to mention other alarming factors: suffering coral reefs, changing temperatures and chemistry, and overfishing. One is tempted to think this has nothing to do with me. Read more. “... tiny pieces (of plastic) will get eaten by fish and then by people! (‘Deep Trouble’, p.9). I would highly recommend that our readers read this issue or any other objective reports to find out whether we should believe scientists or some influential politicians to shape world policies. Let’s save the earth before we have no earth to save!

Along this line, we plan to focus one of our 2018 issues on the “Thailand and ASEAN 4.0” theme. Thus, we highly welcome academic articles and research articles on this theme.

As ever, this issue is a big one, packed with nine interesting articles, each from a different perspective to serve your diverse interests, in addition to a book review.

It is our pleasure to publish the first article written by our editorial board member, Prof. Dr. Andre Habisch and Bing Zu, an Assumption University lecturer. In “Cultures as Determinants of Innovation-An Evidence from European Context”, from an economic perspective the authors insightfully analyze the relationship between innovation and culture in 34 European countries using an analytical framework developed by Hofstede. Europe was selected as it is a relatively limited geographic area with diverse cultures. As innovation is essential in contemporary societies for business growth, the study analyzed cultural dimensions derived from secondary data and found that these cultural features: low power distance (e.g. inequalities are justifiable),

individualism, low uncertain ambiguity, and long term orientation are important factors in fostering innovation in Europe.

From Europe, we move readers' interest to Pakistan in "Determinants of Stock Market Index in Pakistan – A Case Study of the Karachi Stock Exchange Index (KSE 100) from 2000 to 2014" by Farees Zubair and Dr. Thongdee Kijboonchoo. This article explores the links between 9 variables and stock prices in Pakistan's KSE 100 index. The findings significantly contribute to stock exchange performance in Pakistan since previous studies yielded divergent conclusions.

Back to Thailand, Dr. Panutporn Ruangchoengchum, in "Performance Measurement that Effects SMEs Business Profits: Case Study of SMEs in Khon Kaen Province", analyzes performance measurement related to business profits of small and medium sized enterprises (SMEs). With a sample of 400 SMEs in a northeastern province in Thailand, the data was analyzed by SPSS and the chi-square test using multinomial logistic regression. The findings show that this method can predict the performance measurement related to business profits of SMEs at an accuracy rate of 51.3%. The study also found two factors—time and finance—significantly affect business profits.

The fourth paper still focuses on Thailand but reaches out to the global market overseas. Nichamon Ongkasuwan in "Thai Expatriate Managers: Issues Facing Thai Hotels Operating Abroad Multinational Corporations (MNCs) points out the need to carefully recruit expatriate managers to run their overseas subsidiaries. One issue facing Thai hotels running overseas branches is how to recruit and retain competent "expats." Using a mixed methodology, interview and survey, with interview as the primary means of data collection, the author conducted 21 interviews with hotel managers and hotel owners that have subsidiaries overseas or have expatriates working for them, and a survey of 30 students enrolled in a Hotel Management Course at one Bangkok-based university. The findings reveal interesting information. Readers are encouraged to find out more by reading the article.

The fifth article is also by a Thai researcher, Siripan Krasaesan, who addresses a TV program as an effective social marketing tool to promote Universal Design (UD) for persons with disabilities and the elderly. The researcher's focus was to examine how communities in Thailand applied Community-Based Social Marketing (CBSM) to Universal Design (UD) to make buildings and public space more accessible to these two groups of people. The findings confirm that a TV program using CBSM to promote UD helps build awareness and application among residents as well as architects and developers.

For the rest of papers we shift your interest from business management and economics to other fields.

In Tanapa Buakhao and Dr. Marilyn F. Deocampo's paper titled "An Analysis of Metaphors in Sri Burapha's *Behind The Painting* and Ma Ma Lay's *Not Out Of Hate*", the

authors present a comparative study of metaphors in two Asian novels, a famous classical Thai novel, Sri Burapha's *Behind the Painting* (เบื้องหลังภาพ โดย ศรีบุรพา) and a well-known classical Burmese novel, Ma Ma Lay's *Not Out of Hate*. Pragglejazz Group's (2007), Ahrens' (2002), and Lakoff's (1992) work are chosen as the frameworks of data analysis in this study. The outcome endorses the idea that different metaphorical patterns are the result of interaction between words' conventional meaning and their contexts.

The seventh paper is about education in Cambodia written by a Cambodian PhD candidate at Chulalongkorn University, co-authored with Asst. Prof. Dr. Chuenchanok Kovin, and Asst. Prof. Dr. Chirapol Sinthunawa. The study examined the needed capacity and the capacity building of faculty members to cultivate the sustainable self in Cambodian higher education. It is documentary research plus a survey of 83 university leaders and 176 faculty members in 24 tertiary institutions. The findings reveal an interesting fact: most faculty members were absent from capacity building activities while 83% of both university leaders and faculty members revealed the need for sustainability-related knowledge.

The eighth article titled "A Study of Key Success Factors of Thai Weightlifters in the World Weightlifting Championships and the Olympic Games" by Niwat Limsuknirun, Dr. Supitr Samahito, and Dr. Issadee Kutinara. The study aims to provide suggestions on how to administrate and manage the team in order to improve the performance of Thai weightlifters under the Thai Amateur Weightlifting Association (TAWA) in world-class contests, the World Weightlifting Championships, and the Olympic Games. The research employed the Delphi Technique in collecting opinions from 21 experts in the weightlifting field, including coaches, referees, and related board members. The results reveal five success factors which include the association management, athlete management and preparation, coach management, sport science, and referee management.

The ninth article is "The Comparison of Understanding and Attitude between Husbands and Female Relatives of Postpartum Women toward Postpartum Depression" by Dr. Patcharee Juntaruksa, Phat Prapawichar and Dr. Chettha Kaewprom. PPD or postpartum depression is mental disorder of women after giving birth. Thus, family members play a key role in supporting women with PPD. The study was conducted with 400 relatives of postpartum women who gave birth in Bangkok. Data were analyzed using descriptive statistics. The findings show the husbands and female relatives had a good understanding and positive attitude towards PPD. However, since there are some disbeliefs and misunderstandings about PPD, the authors suggest a practical training course about women with PPD and how to support them should be provided to husbands, relatives, and pregnant women themselves.

Last but not least is our usual feature of the ABAC Journal—a book review. In this June edition, Dr. Absorn Meesing reviews a popular book on ESL/EFL English teaching "Teaching

English as a Second or Foreign Language”4th edition (2014), by three editors; Marianne Celce-Murcia, Donna M. Brinton, and Marguerite Ann Snow, and 46 contributors. The book is a comprehensive resource for ESL teachers on teaching methodology, foundations of prevalent approaches, how to teach each language skill, as well as integrated skills, lesson planning, and professional development for language teachers. The book is useful especially for young teachers in the field and/or more experienced teachers lacking specific trainings.

I wish to extend my deep gratitude to all authors and individuals who contributed to the publishing of this issue. My sincere thanks to the Assistant Editor, Mr. Aung Kyi Win for his tireless work to get everything done on time and the Supervising Editor, Mr. Daniel Merillat, for his professional help with editing.

Last and most importantly, I am thankful to all readers. And please do let us know how we can better serve you. I hope at least you find this edition informative, enjoyable, or even thought provoking. Lastly, to repeat, we are calling for research/academic papers on Thailand and ASEAN 4.0 for our June issue in 2018.

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