CONTENTS

FOREWORD	i
The ASEAN Economic Community: How SMEs could exploit Local Values to Compete? By Assoc. Prof. Dr. Sakda Siriphattrasophon	1
Structural Analyses of Ten Economies in ASEAN Economic Community By Dr. Thongdee Kijboonchoo, Chaveporn Kulchanachutiporn, and Nattaporn Soralam	18
Using an Interactive Learning Book Based on Interactive Learning and Discovery Learning to Enhance Student Interaction and Achievement By Asst. Prof. Dr. Patchara Vanichvasin,	30
Effect of Passenger Perception of In-Flight Safety and Security Procedures on Their Satisfaction: The Moderating Role of Safety Knowledge By Phenphimol Seriwatana	42
The Effect of Organization Development Intervention on Structural and Psychological Empowerment to Enhance Innovative Work Behavior: An Action Research in a Technical School in Thailand By Tamonwan Somsriruen, Dr. Gloria S. Chavez, and Dr. Perla Rizalina M. Tayko	56
The Patterns of New Chinese Immigration in Thailand: The Terms of Diaspora, Overseas Chinese and New Migrants Comparing in a Global Context By Sivarin Lertpusit	74
Factors Concerning Twenty-Three Long-Stay Senior American and Australian Tourists in Thailand By Poohnob Sirinaphaphan and Asst. Prof. Dr. Sarunya Lertputtarak	88
Museums as Laboratories of Social Harmony, Tolerance and Cohesion By Dr.Thitiporn Meesil	103
Western Expatriates Building Networks in Asia – an Analysis Based on Causation vs. Effectuation Theory By Prof. Dr. Claus Schreier and Andrin Senn	116
Gang and Urban Violence Prevalence on Democratic Sustenance By Aluko Opeyemi Idowu	133
An Application of Berlin's Concept of Value Pluralism to the Indian Tradition By Dr. Darwin Joseph George	144
Tobacco Smoking behaviors of Baccalaureate Students, Thailand By Asst. Prof. Kanyaphat Setchoduk	152
Book Review 50 Economics Classics: The Greatest Books Distilled Tom Butler-Bowdon, 2017. By Dr. Pakpoom Mingmitr	171