

FOREWORD

This June 2019 issue of the ABAC JOURNAL is a splendid special edition, published in commemoration of two great events. Firstly, the coronation of our King - His Majesty King Rama the 10th, a once-in-a lifetime event for most Thais. Secondly, as originally planned, this special issue marks the occasion of Assumption University's conference on the theme of sustainability in business.

Amazingly, the two grand events remarkably and splendidly join with one simple concept: sustainability. As anyone can easily notice if examining the first Royal commands of all ten kings of Siam, later known as Thailand, over some 200 years: they all addressed the sustainability of rivers, plants and trees, the land, as well as the well-being of the people. We all still treasure in our fond memories the gracious oath of King Bhumibol: "We shall reign with righteousness for the benefit and happiness of the Siamese people." And on May 4, 2019 HM King Rama 10th made a vow "I shall continue, preserve, further develop and reign with righteousness for the benefit and happiness of the people."

To view the full version of the first Royal commands of the ten Kings of Thailand, click here: <http://www.library.au.edu/images/pdf/EXHIBITION/First-Royal-Commands.pdf>

In March's conference, here at Assumption University, even in this digital age, two distinguished experts in the field of business, called attention to business sustainability—how can we humans balance our usage of resources without exploiting the needs of future generations. In other words, how can we live sustainably for the planet and for a just society in which everyone can live in dignity, and fulfill their needs and potential, now and beyond?

This issue features five selected articles from the conference, and one article review.

1) Moderating Effects of Hofstede's Cultural Dimensions on Relationship between AEWOM and FEWOM in Thailand

In Thailand, Electronic Word of Mouth (EWOM) is currently one of the most influential channels among business circles, marketers, and customers, but cultural values can also be influential in consumer decision-making. Using Hofstede's cultural framework, the authors examine cultural diversity among Thais and the likelihood of acceptance and forwarding of EWOM, in light of the five cultural dimensions.

2) On New Ventures' Board of Directors: Formation, Adjustment, and Influences on Internationalization

Rightfully falling into the theme of "Sustainability", by examining the role of boards of directors in serving as a means of resource provision for new ventures, this

paper addresses the strategies of young firms to survive and grow, to overcome the challenge of newness. Using historical analysis and case studies of new high-tech ventures. The authors look closely into the processes of how boards are formed, how board members provide the resources, and what factors influence the processes.

3) The Mediating Effect of Customer Knowledge Sharing on Organizational Performance

Customer knowledge is vital to organizational performance and survival. This study investigates the impact of customer knowledge, and the mediating effect of customer knowledge sharing on organizational performance. The findings showed that customer knowledge has a positive influence on customer knowledge sharing, which in turn has a positive impact on organizational performance. The findings also showed that customer knowledge sharing (CKS) has a mediating effect between customer knowledge (CK) and organizational performance (OP).

4) Does E-Marketing Mix Influence Brand Loyalty and Popularity of E-Commerce Websites?

While the '4Ps' concept of the traditional marketing mix (Product, Price, Place and Promotion) remains in the online environment, their characteristics and functions have changed to be dynamic. E-Product, Price Intelligence (Price sensitivity), Delivery Risk (Place) and Promotional Intelligence are influencers of consumer-buying decisions in online markets. This research attempts to discover the effect of the e-marketing mix on the Loyalty and Popularity of e-commerce sites. The results show that brand popularity is significantly influenced by the characteristics of the product and intelligent promotional techniques.

5) Effects of Product Quality, Service Quality and Price Fairness on Customer Engagement and Customer Loyalty

This study investigates the key relationship between customer perceived value dimensions, namely product quality, service quality, and price fairness, on customer engagement. The study also evaluates the direct and mediating effect on customer loyalty in the automobile industry of car owners in Bangkok. The results reveal the direct effects of product quality, service quality, and price fairness on customer loyalty, and also that product quality and price fairness do not significantly determine customer engagement.

6) Article Review

Why Great Innovation Needs Great Marketing by Denise Lee Yohn, Harvard Business Review: February 20, 2019

A renowned expert in brand leadership, the author asserts in her new article that innovation alone is not enough, but perhaps more importantly marketing needs to be involved early on and hand-in-hand with the innovation development process. The target audience of this review includes business entrepreneurs, startups, lecturers,

marketing students, as well as interested public. However, those seeking the how to of innovation development might not find this article so helpful.

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Above all, we thank our readers for your continued support. Any feedback will be highly appreciated.

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