

FOREWORD

Now approaching the end of 2020, probably the most turbulent and disruptive year this century, we hereby proudly present our final issue of the year, the ABAC JOURNAL: Vol.40 No.4, October-December 2020. This is a regular issue featuring 9 articles and an article review.

Before introducing the details of this edition, I would first like to call your attention to two important changes: (1) realizing that most of us, including our authors are affected by the Covid pandemic, we have decided to reduce our initial publication fee. Kindly see our latest Fee Change Announcement on the website, or click here for more detail: <http://www.assumptionjournal.au.edu/index.php/abacjournal/announcement/view/81>; (2) despite the adverse impact of the pandemic crisis, we continue working hard on our positioning in Scopus and have revamped our publication schedule accordingly; the March, June, September, and December online posting will now be uploaded in January, April, July, and October on the Journal website.

Thus, with this new publication schedule, we will see you again in January 2021 with a special issue on **Sustainable Marketing**.

In the current issue, we are proud to present 9 articles featuring diverse views, including food-related research, marketing, logistics and finance, and an article review.

The first paper titled ***Towards Healthier Choices: An Investigation into Sugar Label Design*** addresses tackling the problem of obesity and diabetes through encouraging healthy consumption of sugar intake. This research examines how the design of labels containing sugar limit information would be best implemented to curb unhealthy food choices. The study provides insights into consumer label preference, in order to promote healthier food consumption in Thailand.

In line with the first paper, the 2nd article, titled ***Experiential Tourism Development on Lanna Local Plant Based Gastronomy*** looks at gastronomy tourism focusing on plant-based, organic ingredient recipes for health conscious tourists. This experimental research identifies 21 local plants and recipes in the north of Thailand that produce a memorable, tasty food experience for health loving tourists.

The 3rd paper, also about food, is titled ***The Relationship Between Resource and Capability Effects on the Exporter's Competitive Advantage: Thai Canned and Processed Seafood Exporters***. In contrast to the earlier food articles, this article examines exported canned seafood from an economic perspective. This experimental research with participation from 156 seafood exporters, reveals that resource-related variables are the most important

explanatory variables regarding the competitive advantage of export companies.

The 4th paper, titled ***Factors Influencing Chinese Visitors' Dining Experiences with Thai Cuisine in Bangkok Thailand***, is also food related, addressing tourists' experiences in dining at their tourist destination. In view of Thailand's the 'Kitchen of the World' campaign which promotes the food industry and gastronomy tourism, this empirical study examines the factors influencing the satisfaction and behavioral intentions of Chinese visitors with regard to Thai food.

From food, we move on to marketing. The 5th paper, titled ***Toward a Process Model of Consumer Brand Evaluation and Promotion: Drivers of Word of Mouth for Thai Small and Medium Enterprises***, examines how brand awareness moderates the process of brand evaluation and promotion for Thai SME, which in turn affect customer behavior through a proposed model of word of mouth, driven by brand image, brand preference, brand loyalty, and brand commitment.

Following marketing comes a study on logistics using the late King Bhumibol's Sufficiency Economy Philosophy. This study, titled ***Relationships between Sufficiency Economy Philosophy and business performance using Balanced Scorecard: A case study of Logistics Business in Southern Thailand***, investigates the extent of implementing the Sufficiency Economy Philosophy by logistics service providers in their business performance using a balanced scorecard. The researchers found positive impacts on customers, and the internal business processes, as well as on the learning and growth processes.

The 7th paper titled ***Deliberative Policy Model to Water Conflict Resolution for Improving deliberative models for conflict resolution Agricultural Entrepreneurs' Business: Case Studies in Suphanburi and Samutprakarn provinces, Thailand***, presents a case study research in to using deliberative models for conflict resolution in issues regarding water supply among agricultural entrepreneurs, and resulting in desirable mutual goals of water management in Thailand.

The final two papers present finance-related studies, titled ***The Relationship Between Stock Market and Exchange Rate with Dynamic Volatility Spillover: Evidence from Asia-Pacific Region*** and ***The Effect of Intellectual Capital on Corporate Performance***. The first paper examines the dynamic relationship between the stock market and exchange rates, using daily data from 1994 to 2018. One conclusion drawn is that during crisis, the stock market is better in capturing total volatility spillovers than the exchange rate. The 2nd paper is a study from Iran, investigating the relationship between intellectual capital and corporate performance by stressing the characteristics of board members. The findings suggest that the intellectual capital of the board of directors in companies does not have any effect on their performance in practice.

This issue features a review of an article titled ***Building a Culture of Experimentation*** published in the Harvard Business Review, March-April 2020 issue, written by Stefan Thomke, a business professor at the Harvard Business School. As suggested by the title, the article advocates that organizations require a culture of experimentation in order for the business to stay abreast of its competition. The article clearly states that merely having good tools for experimentation is not enough. A change of attitude is required.

On this occasion, with Christmas and New Year coming close, we wish you a healthy and more peaceful New Year. As always, I wish to express my deep gratitude to Rev. Brother Dr. Bancha Saenghiran, for his strong leadership and continued support, and my heartfelt thanks to the Board of Advisers, the Editorial Board members, and the Editor Team for their support, commitment, and hard work in this difficult time, as well as my sincere appreciation to all contributors, reviewers and editors.

Happy reading. Please let us know if there is something you would like to see in our future issues, for the upcoming year or beyond.

Looking forward to seeing you in January 2021 for our special issue on Sustainable Marketing Vol.41 No.1 January-March 2021.

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