

## FOREWORD

Language education plays an important role in the program of Assumption University of Thailand, the parent organization of the ABAC Journal, and it is thus appropriate that the journal has periodically featured articles about this topic. We are pleased to start out this issue by continuing this tradition with an article by Dr. Errol Dupous, Dr. Linda Gerena, and Dr. Eileen N. Whelan Ariza. The authors examine the question of whether high school second language learners progress better when placed in an environment of other non-English speakers or when mixed with the general student population. The authors find that the students themselves preferred an initial education in a sheltered rather than a mainstreamed environment.

As a university which has as a primary mission the education of future business leaders, issues of marketing are also of great interest to members of our faculty and staff and we presume also to many of our readers. This issue brings two marketing oriented articles. Mohammad Muzahid Akbar and Noorjahan Parvez consider the very important factor of customer loyalty. Using data from a Bangladeshi telecommunications company, perceived service quality, trust, and customer satisfaction were examined and it was found that customer satisfaction was a strong predictor of loyalty. Dr. Nuntasaree Sukato and Dr. Barry Elsey examined the purchasing behavior of skin care products among male Thai consumers and found that beliefs, self-image, normative influences, and attitudes are important factors, leading to the conclusion that the modified theory of reasoned action provides an appropriate model in this area.

Issues of regulation and fraud have much been in the news in recent months and Dr. Mahdi Salehi, Dr. Ali Mansoury, and Dr. Reza Pirayesh address the underlying auditing issues of fraud prevention by examining the factor of firm size in fraud detection in the Iranian context. They thus provide an element of information that can help avoid serious business abuses.

With its emphasis on language and business practices, this issue nicely parallels the major concerns of Assumption University. Of course, the university and its faculty and students maintains a wide variety of interests and you can expect many of these to be topics for future articles. We in fact encourage readers to submit high quality academic articles on virtually any interesting subject that can be expected to have a wide readership of intelligent men and women.

Executive Editor

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