

FOREWORD

It's never be too late to wish our readers Happy New Year for 2021. May you all have strong willpower to pull through this challenging year with courage, the right consciousness and a balanced mindset!

Among the uncertainties are issues of vaccination safety and accessibility, and thus how long the intense economic effects of the pandemic will be with us, impacting people around the globe? One prediction made by Bloomberg is a K-shaped recovery resulting in a widening gap between rich and poor (www.bloomberg.com).

In a way, however, COVID-19 has been and is a great equalizer. Among the most affected countries are well-developed, world leading countries! while others, in the majority, are still the poor, underdeveloped nations. In some societies, the virus has uncovered what has been hidden under the carpet, issues of illegal gambling, and illegal immigrant workers. Now, in Thailand there is a call for migrant workers to be among the highest prioritized groups for vaccination, second only to health professionals, as they are the backbone of the country's economy and live in poor over-crowded housing.

A promising sign is the recent inauguration of the new US president, which seems to bring a new hope to democracy, unity, and a returned focus on global & social inequality and environmental issues.

A special note before we get into what we have in this issue, is our new submissions platform for authors, which opened on January 15, 2021. I wish to thank the TCI – Thai-Journal Citation Index Centre and TSRI – Thailand Science Research and Innovation – for their kind support. We hereby express our deep empathy to all authors who experienced difficulty in their submissions using the new platform. We do hope the new EM platform [www.editorialmanger.com/abacj/] will soon offer a better system for submissions and for the journal review process.

In the current January-March 2021 issue, we are proud to present a special issue on **marketing**, in which we have **11 articles** on the theme, and one on business management. If you recall, we called for papers in **sustainable marketing** well before publication time. Three months prior to publication schedule, however, we realized that a good number of papers did not specifically address the concept of sustainability. Consequently, we have decided to publish this special issue on marketing rather than sustainable

marketing. It was a good learning experience for us, and we believe, also for our authors and researchers.

Thus, here we present one group of articles addressing the concept of sustainability in marketing, while others may be missing this concept or include it within a wider scope. Those adequately addressing sustainable marketing include four papers and an article review entitled:

- ***Millennial Consumers' Purchase Intention for Eco-Fashion Apparel: A Study from Southern China***
- ***Organic and Local Food Consumption: A Matter of Age? Empirical Evidence from The German Market***
- ***Sufficiency Economy Philosophy-Based Sustainability Dimensions Impact On Customer Equity and Brand Loyalty***
- ***Sustainable Economy on Community Enterprise and Digital Marketing***
- ***An article review: The Elusive Green Consumer***

Authors: Katherine White, David J. Hardisty, and Rishad Habib

Harvard Business Review: July - August 2019 Issue

The remaining seven papers cover effective marketing strategies, from which it might be reasonably argued that they present sustainable marketing strategies, allowing businesses to grow and thrive continuously, rather than become bankrupt amidst the high competition in an increasingly unpredictable and rapidly changing world. The second group of papers include:

- ***The Effect of Service Quality Dimensions On Student's Satisfaction and Loyalty***
- ***Factors Leading to Online Purchase Intentions: Customized Gifts Industry in Denmark***
- ***A Causal Effect of Customer Relationship Management, Attitude, Subjective Norm, Perceived Behavioral Control of Customer Affecting Purchase Intention to Using Anti-Aging Business in Thailand***
- ***Acceptance of Mobile App "Racadi" Among Small Retailers: An Action Research***
- ***Exploring Marketing Strategies of Boutique Hotels in Phuket During Green Season***
- ***Celebrity and Beliefs Affect Ethical Consumption Intentions***
- ***The Impact of Service Quality, Promotions and Customer Engagement in Determining Customer Loyalty in The Thai Mobile Network Industry***

One thing we can clearly observe from this second group is strategies to retain and attract new customers or customer relationship management.

And lastly, one additional paper entitled:

- *The Need for Knowledge Acquisition Tools by Small Business Entrepreneurs: The Case of Financial Knowledge Acquisition of Restaurant Entrepreneurs*

In conclusion, of all 12 articles and one review published in this January-March 2021 issue, one can easily see that we are living in a digitally-dominated world where online business is becoming the solution, rather than merely an option, especially during the COVID time.

As always, I wish to express my deep gratitude to Rev. Brother Dr. Bancha Saenghiran, for his leadership and continued support, and my heartfelt thanks to the Board of Advisers, the Editorial Board members, and the Editor Team for their commitment, and hard work, in this prolonged difficult time, as well as my sincere appreciation to all contributors, reviewers, and editors.

Indulge yourself in reading. Please let us know your feedback. In particular, we are doing our best to help with the new submissions platform. Please let us know what obstacles you have experienced as authors.

See you in the April 2021 issue.

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