

FOREWORD

In an effort to further improve the high quality and legal integrity of the ABAC Journal, I attended a seminar concerning intellectual property organized by the Intellectual Property Department at Queen Sirikit National Convention Center on October 20, 2014 during Thailand National Book Week, and I was glad I did. In that seminar, which was quite informative about the Copyright Act of B.E. 2537 (1994), I had a chance to ask a number of questions to clarify the issues that we are currently facing. Interesting information gathered from that seminar is that there are 9 categories of created work that are covered by this Act, the first category of which is ‘literary work’ and includes *computer programs*—which has never been explicitly declared before.

In this third issue of Volume 34 of the ABAC Journal, we proudly present a wide range of articles that address a number of interesting topics and one interesting book review.

With the AEC – ASEAN Economic Community – at the door step, the article by Dr. Ioan Voicu is most timely in addressing several possible areas of opportunity to link the ASEAN Community with the United Nations. The author suggests that a comprehensive partnership be built between the two institutions through ongoing-permanent dialogue, cooperation, coordination, and consultation within the mandatory framework approved at the UN General Assembly. Such a partnership, the author argues, would yield many positive and desirable results and strengthen ASEAN’s stated goals of peace and security, conflict prevention, just to name a few, as well as sustainable economic and cultural development.

Professor Dr. Anya Khanthavit, in his interesting and specific study, looks into the linear projection approach to estimate daily real yields and expected inflations in a latent multi-factor interest rate model. To lessen bias, he chooses to critically look at the projection co-efficients for the inflation factor exclusively from monthly inflation data, rather than from both inflation and nominal yield data. His study finds that the improved model can fit the nominal yields well with higher projection accuracy.

Another interesting paper, to say the least, is the one by William Demsar who bravely examines two theories of giant physicists – Einstein and Newton – from a philosophical perspective. Throughout the human history of civilization, the conception of time has been one of the heated debates. Physicists may find this article unacceptable for not addressing the deeper reality that exists in the physical world, whereas philosophers find nothing wrong with presenting a new angle of perspective as long as it is logically sound. It is not our intention to publish the ‘right’ opinion. Rather, publishing an article of this nature demonstrates our policy of academic freedom. The views expressed in the ABAC Journal essentially belong to the authors and are not necessarily ours. We are well aware

of the wide range of our readers' interests and thus it is our intent to serve you with a wide variety of dishes! Naturally we welcome your comments and suggestion.

Dr. Nham Phong Tuan and Nguyen Thi Hai Linh, on the other hand, discuss the impact of service quality performance on customer satisfaction from their case study of a five-star hotel in Vietnam. To demonstrate that service quality is a key to success in the hotel business, they present their analytical results to show that three key components- Responsiveness-Empathy, Assurance, and Reliability- explain customer evaluations of perceived service quality in the case study hotel.

Professor Md. Sahidur Rahman, Assoc. Prof. Shameema Ferdousy, and Swadip Bhattacharjee address leadership. In their article, they assess the relationships between transformational leadership and job performance, as well as transactional leadership and the job performance of the executives. The study attempts to differentiate between male and female executives' perceptions regarding transformational leadership, transactional leadership, and job performance using a sampling in different organizations in Chittagong, the second largest city of Bangladesh. Interestingly, no significant differences between male and female executives' perceptions regarding transformational leadership were found, but a significant difference between male and female executives' perceptions regarding transactional leadership was present.

Last but not least is a book review by our regular writer, Assistant Professor San Shwe Baw who critiques a student book of English language at CEFR A2-B1 (pre-intermediate level). The textbook is intended to develop the four language skills, grammar and vocabulary of the students through twelve thematic, age-appropriate units of study. CEFR (Common European Framework for Languages) is being introduced by the Thai Ministry of Education to serve as the benchmarks for the teaching and learning of English in Thai schools. The Ministry expects Matayom 6 graduates (12th graders) to be at B1-level or higher in their English proficiency upon high school graduation and move on to college study.

Enjoy yourselves reading the current issue and let us know how we can better serve your interests!

Absorn Meesing, Ed.D
Managing Editor, ABAC Journal
Assumption University of Thailand