

## FOREWORD

Amidst the global shock of the Russia-Ukraine crisis, which has now lasted over two months, causing slower growth and faster inflation, and the Covid-19 pandemic, which continues to intensify bringing serious situations to many places, and flouts government attempts around the world to reduce its status to endemic, here comes the splendid surprise of “**soft power**”, when all of a sudden, the viral “mango and sticky rice” becomes a top hit among the Thais! This was sparked by *Milli*, a 19-year-old girl from Southern Thailand, now a student in the music program at Assumption University, a tap dancer who made her way to a world contest for singers and dancers at **Coachella 2022**, California, USA, this April.

A few months earlier, if you remember, Lisa Blackpink, a world popular Thai rapper, singer & dancer in a South Korean girls group, mentioned about her favorite Thai food, causing another viral wave. We could add a lot more to the list, in other categories beyond singing and food, e.g. sports, Muay Thai.

Another achievement worth mentioning is the Thai Pavillion at Dubai’s World Expo 2020, which lasted 6 months, ending March 31, 2022. This was a big success offering over 100,000 tasty Thai dishes and over 900 shows to pavilion visitors. Working hard behind the scenes was a team of 70 young female Thais, 27 years of age by average (Thinking Radio, MCOT, FM96.5). Thailand Pavilion won the Editor’s Choice Award. Kudos to their admirable effort! (see **Thai Pavilion, World Expo 2020 Dubai** for more information).

Probably awakened by these admirable private efforts of several outstanding individuals, the Thai government now talk about launching the **5Fs** of Soft Power: **Food, Fighting, Films, Fashion, and Festivals**.

Hopefully, this soft power movement, will be long-lasting and serious; logically, it will help to revive tourism in Thailand after the hard hit it received from Covid-19 over the last two years. Thailand, with its rich culture and the charm of the Thais, has a lot to offer to the world! Let’s look forward, working for a bright future!

In this April-June 2022 edition of the ABAC JOURNAL Vol.42 No.2, we are proud to present 15 articles, featuring 5 in marketing, 2 in tourism & hospitality, 5 in finance & investment, and 3 in other categories, some of which include a Covid-19 related effect (latex glove industry, farming business, and logistics), and a book review.

**1) Determining Antecedents to Omnichannel Shopping Intention Among Fast Fashion Consumers in Thailand: A Mixed Methods Approach**

This study investigates the relationship between the variables of customer experience, personal innovativeness, perceived innovation characteristics, perceived risk, attitude, and omnichannel shopping intentions, among fast fashion consumers in Thailand using a mixed-methods approach. Results revealed that only personal innovativeness, perceived innovation characteristics, and attitude, had a significant statistical relationship with omnichannel shopping intentions.

**2) Applying Importance-Performance Analysis for Developing a Model of Quick Service Restaurant Innovation Strategies in Downtown Bangkok**

According to research, innovative restaurants are better able to improve their service quality and reputation, leading to an increase in sales revenue and profit growth. Based on this idea, this research applies an importance-performance analysis (IPA) within the context of quick service restaurants (QSR) located in downtown Bangkok, as well as evaluating the innovative attributes of QSRs from the customer perspective. The paper presents a developed model of innovative strategies for utilization in QSRs.

**3) The Influence of Service and Food Quality and Perceived Value on Customer Satisfaction of Thai Casual Dining Restaurants in The United Arab Emirates**

This paper presents the results of an online survey conducted at a Thai Casual Dining Restaurant in the Emirate of Abu Dhabi to investigate the influence of service quality, food quality, and perceived value on the satisfaction of non-Thai customers using convenience and snowball sampling techniques to gather data. The findings reaffirm a previous finding that *recovery* is one of the most influential factors among all of service quality dimensions.

**4) Determinants of Customer Satisfaction Via Online Food Delivery Applications**

Using mobile phones to make food deliveries is a new approach to restaurant business. This research identifies important determinants for success in the online food ordering and delivery scene, namely menu variety, food quality, delivery efficiency, and the overall perceived value of the application to the user. The findings reveal that perceived value had the greatest effect on restaurant satisfaction, followed by the efficiency of the delivery service.

**5) The Mediating Effect of Perceived Value on the Relationship Between Motivated Consumer Innovativeness and Sports Facility Revisit Intentions**

The sports facility industry strives for business sustainability by securing membership applications. Anticipated revisits to a sports venue are deemed critical for such businesses. Data was collected from 250 Bangkok residents with a propensity to engage in exercise or health-oriented activities. Findings confirmed the proposed mediating relationship and motivated consumer innovativeness significantly affected revisit intentions through perceived value.

**6) Organizational Resilience and Job Security on Building Employee Engagement During Covid-19 Pandemic of Thai Hotel Industry**

This study examined the effect of organizational resilience on perceived job security and employee engagement among Thai hotel employees during the Covid-19 pandemic. A quantitative approach was applied using an online questionnaire. The findings indicated that organizational resilience had positive direct and indirect effects on employee engagement during the unprecedented outbreak of Covid-19.

**7) Safety Climate and Safety Behaviors among Thai Pilots: The Mediated Moderated Structural Equation Modeling Technique**

This study investigated how safety climate could influence safety behavior among pilots by examining the mediating roles of attitudinal pride and safety knowledge and the moderating role of organizational tenure. Results of the analysis affirm that fleet safety climate has a significant positive effect on pilots' safety behavior via an increase in their attitudinal pride and safety knowledge.

**8) The Influence of Saving for Investment as A Moderator Variable Between Customer Equity and Behavioral Loyalty of Thai Investors**

This study explored how saving for investment affects the relationship between customer equity and behavioral loyalty among stock market investors in Thailand. The findings indicated an adequate fit between the measurement and the equation model, and that customer equity significantly and positively affected behavioral loyalty.

**9) How Entrepreneurial Leadership Enhances the Financial Performance of Small and Medium Enterprises: The Importance of Intellectual Capital and Innovation Capabilities**

This research studied the influence of business owners' entrepreneurial leadership on the financial performance of small and medium sized enterprises'

(SMEs) and examined the mediating roles of intellectual capital and innovation capabilities in the relationship between entrepreneurial leadership and financial performance. Results from this research indicate that owners of SME businesses can play an important role in fostering their firms' intellectual capital, which, in turn, influences the firms' innovation capabilities and financial performance.

#### **10) Board Capital, Organizational Capital and Organizational Performance of Agricultural and Non-Agricultural Co-operatives in Thailand**

This study asks whether a co-operative's board capital (i.e., human capital and social capital) can positively influence that its organizational performance via the mediating role of organizational capital (i.e., structural capital and financial capital). The results showed that agricultural co-operatives were rated significantly lower in terms of their board capital and organizational performance in comparison to non-agricultural co-operatives.

#### **11) Syariah and Conventional Stocks: A Comparative Study Using Stochastic Dominance**

This study compared the performance of Syariah stocks and Conventional stocks during non-crisis, crisis, and overall periods, using the Stochastic Dominance approach and Davidson and Duclos (2000) model, analyzing samples of Indonesian and Malaysian stocks covering a 10-12 year period. The results of this study have implications for investors in general and Syariah investors in particular.

#### **12) Assessing Customer Trust in the Latex Glove Industry: Fear of Covid-19 as A Moderator**

This research aimed to seek solutions for product managers in the latex glove industry to increase customer trust in their product during the Covid-19 pandemic. Among the findings were: (1) product quality had significant connections with both perceived value and customer trust, (2) perceived value had significant connections with customer trust, and (3) fear of covid-19 was the moderator between product quality and customer trust. Results also revealed how product quality significantly gained high trust from the customers during the covid-19 pandemic.

#### **13) Agribusiness-Based Farmer Empowerment Model with a Sustainable Integrated Farming System Approach to Increase Income Multiplier Effect**

This study aimed to develop an agribusiness-based farmer empowerment model with a sustainable integrated farming system approach in

order to increase the income multiplier effect. The results showed that the agricultural potential in Kopeng Village includes fertile land, abundant human resources, and the variety of agricultural commodities. However, existing problems include high production costs, difficulty in accessing capital, low competence of human resources, middlemen, and a lack of post-harvest innovation.

#### **15) Green Logistics (GL) for Environmental Sustainability: A Review in Search of Strategies for Thailand's GL Management**

This paper is a systematic literature review of printed and internet resources in Green Logistics, and the strategies adopted for the best performance of GL management in various countries for environmental sustainability between the years 2010-2022. The study's results indicate that green logistics for Thailand should include transportation management, storage, packaging, green warehousing, evaluation of logistics operation systems, publicity, promotion, training, and more.

#### **16) Jordan's Banks Profitability: A Closer Look On Foreign and Domestic Banks**

This paper examined the influence of bank-specific and macroeconomic variables on banks' profitability, focusing on domestic versus foreign banks in Jordan. The hypothesis of whether higher profits are associated with a specific bank type operating in this country, is tested. Results showed that credit risk, funding cost, and management efficiency, are essential factors for the profitability of Jordan's domestic banks. High profitability of domestic banks was associated with lower funding costs, lower credit risk, and better management efficiency.

#### **16) Book Review**

We are proud to present a review of an extraordinary book titled ***Good Economics for Hard Times: Better Answers to Our Biggest Problems*** co-authored by Nobel-Prize winning economists: Abhijit V. Banerjee and Esther Duflo, thus the credibility of the book is not in question. Addressing a classic challenge for the human species, *social inequality*, this thought provoking book written by true authorities in economics is a must for our readers. It is not economic theories that have answers to the inequality, but policy making, through an enlightened public.

Our sincere wishes to all readers to stay strong and healthy during this turbulent time. Take great care in living your life, adhere to the Middle Path and use your logical commonsense. Health is Wealth!

Lastly, I wish to express my deep gratitude to Rev. Brother Dr. Bancha Saenghiran, for his guidance, leadership, and unfailing support. My heartfelt thanks go to the Board of Advisers, the Editorial Board members, and the Editor Team for their continued support, guidance, and commitment throughout this difficult time, as well as my sincere appreciation to all contributors for your contribution and patience with our screening and peer review process. My special thanks to our reviewers despite their busy schedule, language editor, and my assistant editors for their commitment, dedication, and professional work.

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**Absorn Meesing, Ed.D.**  
Editor-in-Chief  
ABAC Journal