

FOREWORD

We are living in a most challenging time!

While the world situation is still pretty unpredictable, we inevitably must continue to live with Covid-19. Meanwhile, under the looming worries of the Russian-Ukraine conflict, many countries, including Thailand, are forced to reopen their borders for economic survival. Among the adverse effects thus far are the Baht's depreciation against the US Dollar, oil price hikes increasing the cost of living, inflation, and a national leadership crisis in many countries. The situation is obviously affecting people in the low- and mid-income strata and leaders alike (although with differing effects).

Are we making progress towards making our planet a better place to live, nationally and globally? Let me leave this for us all to ponder.

On another note, we are proud to be listed in Q1 of Scopus, under Literature and literary theory, according to the latest CiteScore2021 announcement in June, as well as being Q1 in SJR. On behalf of the ABAC Journal editorial team, I wish to express my sincere gratitude towards TCI, TRF, and Scopus for their initiative in launching the collaboration project. Without this project, we might not be where we are today. My special thanks go to one of our distinguished Board members—Professor John Thogersen—for his insightful & helpful suggestions from a western & outsider perspective. My deep thanks go to Assumption University, led by Rev. Dr. Bancha Saenghiran, the distinguished Editorial Board members, esteemed reviewers, and language editor for their continued support and guidance.

For more information, kindly visit: ABAC Journal in Scopus

<https://www.scopus.com/sourceid/21100870382>

On this milestone, we must readjust our aims & scope to better fit our evolving identity. While we continue to focus on business management in the context of marketing, tourism & hospitality, finance, logistics, and economics, we also welcome any papers in the related social sciences. Please see the announcement on our journal website for details. In brief, my dream is to see quality papers relating to Thai/oriental business identity, Health-based industry, and English for business purposes, including the importance of English for top roles such as CEOs, and entrepreneurs, down to office/store workers as well as practitioners in various fields.

It would be exciting to publish a theme-based issue three years from now.

In this July-September 2022 edition of the ABAC JOURNAL Vol.42 No.3, we are proud to present 15 articles, including 4 in marketing, 2 in tourism & hospitality, 3 in finance & investment, 4 in SMEs, and 1 each in the supply chain and risk management categories, as well as an article review.

1) Relationship Between Self-Service Technologies' Service Quality, Satisfaction, Attitudinal and Behavioral Loyalty of Airline Passengers

This study examines how the service quality of self-service technologies (SSTs) affects the attitudinal and behavioral loyalty of airline passengers using the SSTQUAL scale of Lin and Hsieh (2011). The results show that the seven dimensions reflect the service quality of airline SSTs, supporting the validity of the SSTQUAL scale in the airline context. The study also found a strong link between perceived SST service quality and passenger satisfaction.

2) An Empirical Study on the Service Marketing Factors Influencing the Need of Consumers for an Online Food Ordering Delivery using Subscription-Based Model

This paper empirically explores several service marketing factors influencing the needs of consumers regarding online food ordering and delivery services via a subscription-based model, using a mixed methods approach. The results reveal the strong impacts of process and promotion perspectives on consumer needs for online food ordering and delivery services. Some challenging factors are also identified.

3) The Effect of Job Insecurity on Bank Employees' Job Stress and Job Burnout During Covid-19: A Moderated Mediation Model

This study examined the influence of job insecurity on job stress and job burnout, as well as the moderating effect of hierarchical position. Results of the study reveal that job insecurity has a positive influence on job burnout both directly and indirectly via the mediating role of job stress. Results also indicated that the mediating role of stress was stronger among operation workers than senior workers.

4) Covid-19 Crisis Catalyzed Disruptions in the Thai Seafood Supply Chain

This research studied the impacts of the COVID-19 pandemic on the Thai Seafood Supply Chain (ThaiSSC) and the responses of the supply chain from the beginning of the pandemic to the first quarter of 2022 using in-depth interviews. Findings revealed overall negative impacts of the pandemic due to drastic changes in peoples' livelihoods, as well as laws and regulations. However, ThaiSSC maintained its overall structure due to transformations of many actors in the chain.

5) The Effectuation Method in the Swiss and Thai SME International Opportunity Process: A Conceptual Framework

This paper proposes a conceptual framework as a foundation for qualitative cross-national comparative research in international entrepreneurship using two literature streams to inform the conceptual framework development: (1) the effectuation method in decision-making and action, and (2) the international opportunity concept. The aim of the framework is to guide international business executives looking for adequate and effective decision-making solutions to tackle the uncertainty and risk of international business activities across international borders in the 21st century.

6) Classification of Common Area Preference Factors Affecting Subdivision Project Customers' Willingness to Pay

This research analyzed the factors related to common areas in housing projects that affect buyers' willingness to pay, generating proposed guidelines for driving projects to success. The results found five categories of factors which affect willingness to pay: utilization, quality of life, identification, relationship, and working support. It was found that occupation and income are the strongest demographic factors affecting the preferences of the respondents.

7) Investigating Behavioral Determinants for Disaster Preparedness among Youth in Malaysia

This study investigates the determinants of disaster preparedness among youth in the context of a developing country, based on the Theory of Planned Behavior. The results show that behavioral factors (attitude, social norms, and perceived behavioral control) explain disaster preparedness among youth. Successful interventions should not only convince people

of the value of disaster preparedness, but also equip them with the knowledge and resources necessary to carry it out.

8) Indonesian Consumers' Preferences for Herbal Products: The Impact of Safety and Attitude on Consumer Intentions

This study investigated the relationship between perceived safety and consumer intentions, to determine the effect of risk perception as a moderator of consumer purchase intentions for using herbal products. The empirical results indicated that health awareness and attitude are necessary determinants, while risk perception does not moderate the effect of perceived safety and intentions to purchase. Due to safety and risk issues, providing consumers with practical information will promote more consumption.

9) Investigation of Financial Inclusion, Financial Technology, Economic Fundamentals, and Poverty Alleviation in ASEAN-5: Using SUR Model

This study investigates the effect of financial inclusion and fintech on economic fundamentals and poverty rates in five ASEAN developing countries (ASEAN-5) using the Seemingly Unrelated Regression (SUR) model. Two of the 5 findings are: (1) Financial inclusion through the credit variable and the number of ATMs, and fintech through e-money, contributed to the most significant increase in GDP in the ASEAN-5 countries, while the most critical contributor to the reduction in unemployment rate from financial inclusion occurred through the credit and savings variables, and from fintech through mobile phone subscriptions. (2) Thailand is the country that most effectively influences the economic fundamental of unemployment rate, while Indonesia is the country that most effectively influences the economic fundamental of GDP.

10) Nexus Financial Innovation and Economics Growth in Thailand

As technological changes are essential for financial innovation with reflection on economic growth, this study analyzed the relationship between financial innovation and economic growth in Thailand based on quarterly data from 2010 – 2020, using the Autoregressive Distributed Lag (ARDL) and Granger causality test. The co-integration result is in the same direction indicating that financial innovation is both the cause of change in economic growth in Thailand, and the driving force of long-term growth for the Thai economy, as it increases the efficiency of banks as financial intermediaries.

11) The Antecedents on the Adoption of Advanced Costing Systems in Thailand Startups

This study investigates factors that influence the adoption of advanced costing systems in startup companies in Thailand using contingency theory to explore the relationships. An online survey was sent to 232 startup companies in Thailand. The results reveal that the likelihood of the adoption of advanced costing systems in startup companies in Thailand depends on firm age, the level of product or service diversity, type of strategy, and the level of perceived environmental uncertainty.

12) A Destination Personality and Its Antecedents and Consequence: An Application of Product Branding to Destination Branding

This study developed a new unified model of destination personality and a model of its antecedents and consequences, by examining the interaction effects between 3 destination branding variables (destination experience, destination personality, and destination identification) and the tourist-destination. Findings showed that these relationships affect tourists' behavioral intentions, specifically revisit intentions and spreading positive word of

mouth.

13) How Ethical Leadership Sparks Employee Innovative Work Behavior: Examining the Mediating Role of Employee Resilience and Work Engagement

This study investigated the impacts of ethical leadership on employee innovative work behavior, and employee resilience. The results revealed that ethical leadership positively relates to employee innovative work behavior and employee resilience. It was also found that employee resilience has a positive relationship with employee innovative work behavior and work engagement.

14) High Performance Work Systems and Innovative Work Behavior Among Telecom Employees: The Mediating Roles of Organizational Climate for Innovation and Psychological Empowerment

This study examines the relationship between high-performance work systems—a bundle of interrelated human resource practices—and employees’ innovative work behavior. Based on multiple theoretical perspectives, the study also investigates the mediating roles of organizational climate for innovation and psychological empowerment. The results suggest that employees are more likely to engage in IWB (innovative work behavior) when they perceive that their organizations adopt HR practices that promote the climate for innovation.

15) A Study on the Purchase Intention of Agricultural Products by Chinese Consumers in Zhejiang Province on a Live Sales Platform

This paper explores attitudes relating to the consumer purchase intentions in live streaming sales to examine the influences of final purchase decisions on farming products through live streaming. The findings confirmed through the theory of planned behavior (TPB) indicate that consumers’ purchase intentions come from their own decision making. The study also found that attitude homophily and professionalism have a large effect on purchase intentions in live sales.

16) Article Review

We are proud to present an article review on “Impact Investing” an article by Brad M. Barber, a world-renowned authority in social responsibility investment, and his colleagues. We are thankful to Dr. Zhang for his review of this valuable article.

As ever, I wish to express my deep gratitude to many parties without each of them we would never have accomplished this current issue as well as our recent milestone achievements. My special thanks to all contributors, screeners, reviewers, editors, the Editorial Board, editor team, and our readers. My heartfelt gratitude to Rev. Brother Dr. Bancha Saenghiran, the Board of Advisers, and the Editorial Board members.

Enjoy your reading and please let us know of any suggestions you may have.

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