

FOREWORD

We are living in a global village, and thus our lives are highly interdependent and potentially affected by whatever happens in any corner of the world.

In the month of September, world leaders travelled to the UK to pay their last respects to Queen Elizabeth II who ended her reign, the world's second longest, with grace. We, the Thai people, were touched to see a neat fruit carving – water melon – of the late Queen with a condolence message. The owner was a Thai living in England.

[\[https://board.postjung.com/1422374\]](https://board.postjung.com/1422374)

On a similar sentiment, a city park in Bangkok has opened to commemorate our Late King Bhumibol who passed away on October 13, 2016. His Majesty is still with us.

[\[https://liff.line.me/1454988218-NjbXbq18/v2/article/5yBPKLK?utm_source=lineshare\]](https://liff.line.me/1454988218-NjbXbq18/v2/article/5yBPKLK?utm_source=lineshare)

In contrast, on October 7, a mass shooting in Nong Bua Lamphu, made headline news. The world was shocked to hear of the 36 people killed, 24 of whom were children just 2-5 years old. Mass shooting has not happened in Thai society until recent years, with the first massacre occurring in 2019. Interestingly, in both cases the attackers were junior government officials, in the military and police respectively. Rather than easily blaming the individuals, the root cause(s) should be seriously investigated to ensure we will not encounter such a sad tragedy again. This is especially important as we try to revive Thailand's tourism industry with our best efforts in this post COVID19 period; Thailand must be a safe kingdom.

On another note, the Russian-Ukraine conflict has not only persisted for over 7 months to date but has also intensified, while yet another potential conflict has emerged between China and Taiwan. Are nations inevitably returning to a dividing world again? Along with human conflicts, extreme weather has occurred in many places around the globe including Thailand where in many provinces, both city areas and farm lands have become submerged in floods for months, with damage to many crops.

As a consequence of conflicts, there is inflation, leading to the loss of national reserves in many countries; fighting against the strong US\$, coupled with rising oil and gas prices, comes a warning of a world recession next year 2023.

Among the numerous global challenges and crises facing us, we Thais need some good news to warm our hearts. The women's volleyball team who made it to the final 16, an 11-year-old boy who won the world jet ski in USA, a duo of 10-year-old fashion designers in New York, 3 Thai recipes in CNN Travel's Top 50 Best Asian Street Foods, are just to cite a few.

[The 2022 FIVB Volleyball Women's World Championship;

<https://www.nationmultimedia.com/lifestyle/sport/40020885>;

<https://www.youtube.com/watch?v=GOP3qebvxc8>;

<https://www.lifestyleasia.com/bk/food-drink/dining/best-street-foods-of-asia/>]

Apart from volleyball and the various individual achievements, Thailand is listed 4th in the top 5 world's top post-pandemic destinations by the Visa Global Travel Intentions Study

[\[https://www.tatnews.org/2022/05/thailand-rated-among-worlds-top-post-pandemic-destinations/\]](https://www.tatnews.org/2022/05/thailand-rated-among-worlds-top-post-pandemic-destinations/)

Last but certainly not least, Thailand is hosting APEC 2022, a year of meetings taking place from December 2021 and culminating with a Summit on November 18-19. We welcome all world leaders, world representatives, and tourists, while wishing for fruitful meetings under the theme of BCG Economy: OPEN, CONNECT, BALANCE (Bio-Circular-Green Economic Model or BCG) which combines with the strategic concept of EMBRACE, ENGAGE, and

ENABLE from the private sector. [<http://www.apec2022.go.th/>; <https://thaiembdc.org/bio-circular-green-bcg/>; <https://www.abac2022.org/en> (APEC Business Advisory Council 2022)]

In this October-December 2022 issue, we are proud to present 13 articles and a book review, 6 of which feature research from the fields of finance, accounting, or mobile banking, while two cover tourism, and the remaining four include one article each for the fields of marketing, management, training, and feminism.

1) Gambling Attention and Retail Trading Volume

This study analyzes the effects of gambling attention on the trading of retail investors in the Stock Exchange of Thailand using lotteries as representative gambles. It measures attention by examining the Google search volume index as daily observations during 2008-2022. This study establishes that gambling attention has a net negative effect. When attention is decomposed, its general gambling and lottery-specific components exhibit positive and negative effects, respectively. During the COVID-19 pandemic, the lottery-specific effects became positive.

2) Comparison of the Performance of Macroeconomic Finance Models for Financial Planning (MFM-FP) and ARIMA-Common Size in Forecasting ROE of Real Estate Developers in the Stock Exchange of Thailand

This study addresses the accuracy of ROE (Return on Equity) forecasting for real estate development in Thailand by comparing a created econometric model called the MFM-FP model against the ARIMA-Common Size time series model. For all variables assessed during the estimation period and the ex-post period, the MFM-FP model was found to be more accurate than the ARIMA-Common Size model.

3) Social Network Financial Sentiment: Constructing Proxies and Testing Returns Predictability On S&P500 Futures Returns

This paper examines the ability of StockTwits social network sentiment proxies to predict S&P500 Futures using the lexicon approach and Loughran-McDonald positive and negative word lists. This study examines tweets' informal language and 140-character constraint as sentiment proxies. It was found that a one standard deviation of change in the negative word sentiment compared to the previous day predicts lower S&P500 Futures.

4) Impact of Behavioral, Technological & Societal Antecedents on Continuous Usage Intention of Mobile Banking

This research examines the impact of behavioral, technological, and social antecedents on the continuous usage intention for mobile banking through the integration of four well-known theories, namely TTF, DOI, ECM, and UTAUT 02. The results indicate the strength of the model (R^2). Moreover, price value, habit, satisfaction, and word of mouth were shown to be significant antecedents of continuous usage intentions.

5) The Role of Trust in Mobile Payment Adoption: A Case Study of Thailand

Triggered by the unsettling research results on the diffusion of innovation theory (DOI) and the popularity of mobile payments in Thailand, this study investigates whether the diffusion of innovations theory and the effect of trust as a mediating factor toward the security and m-payment satisfaction relationship are substantiated. The findings show that the innovation adoption factors proposed in the diffusion of innovations theory, trust, and security, all directly influence satisfaction with the adoption of m-payment.

6) Mediation Effects of Moral Reasoning and Integrity in Organizational Ethical Culture on Accounting Fraud Prevention

This study investigates the mediating effect of moral reasoning and integrity in organizational culture on the prevention of accounting fraud in a financial government agency in Java, Indonesia. The effects of ethical organizational culture, moral reasoning, and integrity, on accounting fraud prevention were analyzed. The main finding is that moral reasoning and integrity positively affect the prevention of accounting fraud, that is, ethical and moral culture can change employees' perspectives.

7) The Influence of Factors Affecting Intentions to Purchase Electric Vehicles (EVs) Among Thai Consumers

To help lessen the effect of global warming, this research investigates the propagation of Electric Vehicles (EVs) as a solution to air pollution in Thailand based on the Theory of Planned Behavior (Ajzen, 1985). The findings of this quantitative research reveal that family and close friends have the strongest effects on purchase intentions. In contrast, attitudes toward purchase behavior did not have any effect on purchase intentions. These results show that actual subjective norms depend on interpersonal influences at the highest level.

8) Assessment of Tourism Development Potential Based on Tourism Components in Buffer Zone of Huai Kha Khaeng Wildlife Sanctuary, Uthai Thani Province

The objectives of this study were to (1) explore tourist attractions in the buffer zone of Huai Kha Khaeng Wildlife Sanctuary, Uthai Thani, Thailand; (2) determine indicators for tourism development and assessment of tourism; and (3) propose guidelines for tourism development in and around the buffer zone area. Applying a mixed methods approach, this study revealed 17 active tourist attractions with a set of 32 indicators based on five tourism components (attraction, accessibility, amenity, accommodation, activity) and local participation. Based on these results, nature-based tourism should be considered as the major attraction of the site.

9) Community Preparation and Competency Development for Ecotourism Management in the Wang Nam Khiao-Pha Khao Phu Luang Forest Reserve

This study aims to foster ecotourism management skills among forest reserve officers and the local community at Wang Nam Khiao – Khao Phu Luang forest reserve, Thailand, using a six-day short-course training based on the Experiential Learning Theory (ELT). The results of the study show that the training reached out for wider collaboration with local and national park rangers for assistance in ecotourism management and natural resources management in forest reserves.

10) The Effectiveness of Electronic Risk Management Systems (ERMs): A Study in a Malaysian Higher Learning Institution

This study aimed to identify problems in the risk management process practiced by a university in Malaysia and to compare the effectiveness of two systems: a new electronic risk management system and the current system. The results showed that there was a significant difference between the current system and the newly proposed system in terms of perceived usefulness, perceived ease of use, trust, personal initiative and characteristics, context, and system effectiveness.

11) Attitude, Job Embeddedness, and Turnover Intentions in Gig Workers in Thailand: The Roles of Social Influence

This research explored the association between the social influence of gig workers in

Thailand and levels of attitude (job insecurity and perceived behavioral control) toward gig job workers. The study also investigated job embeddedness, turnover intentions, and social influence, as moderating factors. The results revealed a negative relationship between job insecurity and job embeddedness, while there was a positive relationship between social influence and turnover intentions. Social influence had a moderating effect on attitudes.

12) Key Factors Impacting Training Transfer: Proposing a Missing Link through an Integrative Literature Review

Among the issues with training in business organizations, is low training transfer, resulting in a waste of money and little to no performance improvement. To tackle the problem, this paper proposes key factors which impact transfer of training in the workplace from a related literature review. Five key factors are identified and elaborated by 15 underlying sub-factors. A conceptual framework is proposed for future research in the topic.

13) Determining the Quality of Social Responsibility Disclosures: A Study of the Feminist Ethical Theory

This study examines the quality of disclosure of social responsibility based on the feminist ethical theory. It was found that slack resources affect the quality of corporate social responsibility disclosure. The feminism of the board of directors has no effect while the feminism of the board of commissioners has a negative effect on the disclosure of corporate social responsibility.

14) Book Review

Following in the line of feminism in article no.13, this book review comes from a female voice presenting her interesting perspective of a book titled “Invisible Women: Data Bias in a World Designed for Men” by an award winning author: Caroline Criado Perez. [the 2019 Financial Times and McKinsey Business Book of the Year Award, and the Winner of the 2019 Royal Society Science Book Prize].

As ever, I wish to express my sincere gratitude to many parties without whom we would never have accomplished this current issue: screeners, reviewers, editors, Editorial Board, editor team, and of course, our contributors and readers. My special thanks to Rev. Brother Dr. Bancha Saenghiran, the Board of Advisers, and the Editorial Board members.

Enjoy your reading and please let us know if you have any ideas or suggestions.

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