

FOREWORD

The core of Assumption University's mission is to train a generation of businessmen and business women who have both a strong understanding of business and also have a strong background in the sciences and the liberal arts. Unless a person pursuing a career in business has a larger view of the world both his or her career and personal satisfaction with life will suffer. You simply cannot separate economic activity from the rest of life and from the other concerns of the university. The ABAC Journal represents this wide interest but there are times when it is well to look closely at the primary focus and this is the case with the present issue, which deals exclusively with economics, though in ways that will also be of interest to our friends and colleagues in other fields.

This, however, must not be taken as an indication of a new direction of the journal. I strongly encourage scholars in every field to contribute to the Journal. In the future I hope we will have issues devoted to philosophy, literature, and many other fields, and at least we will have issues that contain strong contributions from these fields.

The worlds of business and philosophical ethics do come together in the article of Dr. Brother Vinai and Siriwan Yothmontree, which explores how consumer perceptions of ethics play a role in their decision making. The world of behavioral science connects with the business world in the article of Dr Barry Elsey and Dr Leung Sai-kwong, which explores the use of a continuous process improvement program to change workplace behavior in mainland China. Related to this is Dr. Adisak Chandprapalert's article which applies the insights of behavioral science to the actions of buyers. This theme is taken up by Aungkana Wungwanitchakorn in an article that considers the factors behind the adoption of Internet banking by Thai consumers. Broad political trends and their causes are the center of Dr. Teerayut Wattanasupachoke's analysis of the internationalization of the world economy. The implications of this change are so great that an expansion of our understanding of it is extremely important. Also very critical for our future is bringing environmental problems under control and Dr. David Tin Win and Thandee Kywe's article explores the practical issues and brings us back to direct ethical concerns in an article about the diminishment of the ozone layer. All of the articles are taken from a single field, perhaps, but their varied nature and methods demonstrate that even a single area of study encompasses a great range of concerns and intersects with any number of other fields.

As you can see from my title I am now President Emeritus, having handed over the administration of the university to the very capable hands of Dr. Bro. Bancha. As someone who has lived so much of my life within academic environments, however, I find that I have no desire to shift entirely away from scholarly endeavors. Therefore, I will be carrying on as executive editor of this journal and I very much look forward to continue the great intellectual stimulation that this task brings.

The Executive Editor

Prathip Martin Komolmas, f.s.g., Ph.D.
President Emeritus