

FOREWORD

This April issue witnesses two auspicious occasions. Firstly, 2nd April 2015 marks the 60th birthday anniversary of Her Royal Highness Princess Maha Chakri Sirindhorn. HRH the Princess has been an exemplary model for us by being a true scholar in many fields. She also constantly learns from the people and things around her as well as from gurus and reading. A familiar picture to many people is HRH keeping a notebook and taking notes. As just one example, after a visit to one country, say Laos, she writes “เบื่งบ่ทัน เบื่งบ่หมด” or “Couldn’t Keep Pace with Looking, Couldn’t See Everything”.

*Long live Her Royal Highness Princess Maha Chakri Sirindhorn:
the People’s Princess*

Secondly, this year also marks the Golden Jubilee of the First Profession of Rev. Bro. Albert Laurence Bancha Saenghiran fsg., PhD, Rector Magnificus, at Assumption University. ABAC Journal wholeheartedly wishes our ‘Brother President’ all the blessings and happiness possible in this life. Rev. Bro. Dr. Bancha Saenghiran, in similar fashion to Her Royal Highness, also models for us constant enthusiasm in learning and improving oneself.

In addition, there are two purposeful announcements about which we are pleased to inform our readers. One is the re-registration of the ABAC Journal with the Thai National Library. When successfully done, ABAC Journal will become a bi-annual journal instead of having 3 issues per year as in the past. We will keep you informed of the new publication schedule. A primary reason behind the change is our assertive effort to produce a quality publication through a strictly blind-review process. With publication twice a year we will have ample time to fine-tune the contents of the journal into more detailed, specific points during the editing process resulting in a higher quality published work.

Secondly, as we are all aware, the world is moving into a digital age. With many parts of the world having already entered into a digital economy, Thailand and Assumption University are no exception. With the rapid pace of technological advancement around us, we are endeavoring to discover how best to make our published work available to the widest range of readers possible. Also, as we are heading towards a paper-less society, it could soon be a reality that we will no longer distribute print copies to our subscribers. Instead, all published articles will be accessible online with each reader having the ability to print hard-copies as needed. Again, we will inform our readers of our digital-impact movements such as DOI-Digital Object Identifiers and online services and communication.

In this issue, as it is always our intent to provide a broad range of academic work to serve the wide interest of our readers -both scholars and interested laypersons, this issue features five articles, four of which are in the field of economics, one in education, and a book review.

Mahmoud Moussa and Dr. Kanwara Somjai's article entitled, "Challenges for the Internationalization of a Higher Education Institution in the AEC (ASEAN Economic Community): An Intrinsic Qualitative Case Study at RMUTL in Northern Thailand" is timely as further ASEAN integration, in the form of the AEC, is approaching at the end of 2015. The article addresses the need of higher education institutes to promote both an international image and an international education. Their research findings reveal factors that help accelerate the internationalization of case studies.

In honor of our new Aviation Engineering program offered at Assumption University, Attapol Moungsawad, Dr. Narimol Tanthasuraseth, Dr. Sumalee Sungsi, Dr. Tipkesorn Boonumpai, and Dr. Praphon Jearakul conducted a developmental research study in Thailand on the development of a web-based English learning model for an airline business program at the college level. Research findings showed high needs for self-development, the learners' post-learning achievement was higher than the pre-learning, and their proposed English learning model was found useful and practical for implementation.

Md. Sahidur Rahman, Shameema Ferdousy, and Rana Karan on the other hand, used the survey method to analyze the relationships between organizational commitment and job performance. The survey data were collected from 187 executives working in different private organizations in the city of Chittagong, Bangladesh. The survey used Meyer and Allen's (1997) questionnaire for Organizational commitment and Tsui, et al.'s (1997) scale for job performance. Results reported a positive correlation between affective commitment and job performance, as well as normative commitment and job performance, while the relationships between continuance commitment and job performance were found to be non-significant. The authors discuss implications of the study and suggest directions for future research in this topic.

Dr. Sukhjeet Kaur Matharu and Dr. Alok Bansal present an interesting study, which also used a standardized questionnaire, on consumers' perception towards frequent TV advertisements of selected products and services. A sample of 400 users randomly selected to respond to the questionnaire. The collected data were treated statistically using Factor Analysis and correlation. The findings are discussed and are helpful for manufacturers, service providers, ad agencies, as well as graphic designers, and research scholars who are involved in designing effective TV advertisements.

The issue of how to motivate people to work to their fullest always secures a central place in the field of organizational development. In this issue we are fortunate to publish a research paper by Dr. Perla Rizalina TAYKO of Assumption University. In her HIPSS model, Dr. Tayko proposes an alternative perspective and process for the development of high performing teams in several organizations including the software industry. The paper offers a definition of the concept of team, the characteristics of high performing teams, and the processes of how to build such teams based on behavioral and conventional mindsets. The second part of the paper addresses the need to reflect on the mindset underlying team development in the software industry in the information age. The last

section calls for a whole brain literacy approach to leverage team development and result in the formation of high performing teams.

Last, but not by any means the least, is a book review by Dr. Absorn Meesing of a well known history book written by a prominent scholar in the field of Asian History, Dr. Chris Baker, and a scholar in economics at Chulalongkorn University, Prof. Dr. Pasuk Phongpaichit. Dr. Absorn Meesing wrote the review from the perspective of a Thai who is familiar with history texts written for students learning in Thai schools. The book is written by a former outsider who has now been living in Thailand over thirty years. As such, the book presents a very interesting interpretation of the history of Thailand since the founding of Bangkok. She recommends that the book be read by all Thais and especially history teachers and students as well as general readers.

So, enjoy reading all the academic papers in this issue and let us hear from you about how we can better serve your interests.

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