

EDITORIAL

This volume presents a comprehensive exploration of diverse research topics spanning various fields of study. Commencing with Pongwat and Talawanich (2024), whose inquiry centers on elucidating the determinants prompting attendance at craft beer events in Chiang Mai. Their empirical framework encompasses a spectrum of factors, including the quality of craft beer, food, staff, admission management, venue environment, entertainment activities, and event facilities, posited to influence attendees' perceptions. Notably, the study identifies the paramount significance of three factors—craft beer quality, venue management quality, and entertainment quality—underscoring their pivotal role for marketing managers. This discernment bears substantial implications for managerial decision-making in event planning and resource allocation. Subsequently, Pinthong et al. (2024) delve into the examination of visitors' environmentally responsible behaviors within urban forest destinations in Thailand. Employing a multidimensional approach integrating cognitive, affective, and moral appraisals, the study unveils the intricate interplay influencing visitor intentions. Their utilization of structural equation modeling underpins the empirical insights, providing a nuanced understanding of the underlying mechanisms driving green behavior. In a parallel vein, Satitsamitpong et al. (2024) endeavor to delineate the factors propelling spectator engagement in E-sports events through the lens of strategic marketing and venue influence. Their utilization of structural equation modeling illuminates the dynamics shaping spectator turnout, emphasizing the salience of pull factors and commitment in fostering audience engagement. This discernment underscores the imperatives for event organizers in orchestrating marketing strategies conducive to sustained spectator participation.

Moreover, Meeprom and Suttikun (2024) elucidate the impact of AI service evaluation on customer loyalty within restaurant settings, employing a comprehensive framework integrating customer engagement as a mediator and restaurant image as a moderator. Their findings underscore the complementary role of AI and human services in enhancing customer engagement and fostering loyalty, offering actionable insights for service industries navigating the landscape of AI integration. Furthermore, Sathatip (2024) delves into the decision-making dynamics of sustainable food truck consumers, employing the Norm Activation Model to elucidate the underlying mechanisms driving pro-responsible intentions. By integrating necessary condition analysis with structural equation modeling, the study unveils the pivotal role of the activation of moral norms and anticipated emotions in shaping environmentally conscious behavior, offering substantive insights for sustainable business practices.

In line with the above-mentioned studies on customer engagement/management, Taeratanachai et al. (2024) analyze the relationship and impact of social commerce on consumer purchasing intentions. Using PLS-SEM, the analysis focuses on key factors such as social support, platform quality, interpersonal interactions, and relationship quality. Their findings underscore the positive influence of interpersonal interactions and platform quality on purchase intentions, with relationship quality serving as a mediator. This study offers empirical evidence and managerial implications for engaging customers with social E-commerce.

Besides this, Sinlapates and Chancharat (2024) employ empirical evidence to analyze the impact of oil and gold prices on Southeast Asian stock markets, employing quantile regression analysis to unveil the nuanced dynamics of market returns and volatility. Their findings underscore the multifaceted interplay between commodity prices and stock market performance, offering valuable insights for investors and policymakers navigating dynamic market conditions.

Innovatively, the analysis of the seventh article elucidates the nexus between environmental factors, such as PM2.5 levels, and stock market returns, underscoring the mediating role of psychological variables in influencing market dynamics (Khanthavit, [2024](#)). This holistic approach sheds light on the broader implications of environmental factors on financial markets, urging policymakers to consider environmental sustainability in economic policymaking.

Lastly, Nittayakamolphun et al. ([2024](#)) interrogate the nexus between financial sector development and income inequality, highlighting the complex interplay between financial depth, access, and efficiency in shaping income distribution. Their empirical analysis underscores the multifaceted nature of the impact of financial development on income inequality, advocating for targeted policy interventions to mitigate disparities and foster sustainable development.

Clearly, this compilation of research endeavors offers a rich tapestry of insights spanning diverse disciplines, underscored by rigorous empirical methodologies and theoretical frameworks. These findings hold profound implications for academic scholarship, managerial decision-making, and policy formulation, emphasizing the imperative of interdisciplinary collaboration in addressing complex socio-economic challenges and fostering sustainable development.

In addition to the 9 articles, this issue of the ABAC Journal also presents an interesting book review (Lee, [2024](#)). The book titled “Transitioning to Virtual and Hybrid Events: How to Create, Adapt, and Market an Engaging Online Experience” by Chodor and Cyranski presents innovative and extensive guidance on organizing virtual and hybrid events appealing to professional global marketers with lower costs, without the limitations of geography, while also resulting in a greener and more sustainable approach.

P.S. To all our readers, please note that this is a new form of the Foreword, now titled “Editorial” from this volume onward. The rationale for this change is simple: nothing is permanent and we are moving on *en route* towards excellence. We deeply appreciate all the contributions made by these notable articles and the book review featured in this volume. My special thanks to the many individuals who have worked hard behind the scenes, the Advisory Board, and Editorial Board as ever.

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