

## **Editorial**

**Marrisa Fernando, Ph.D.**

MMOD Associate Program Director and Lecturer  
Assumption University of Thailand

We present four articles which involve studies of issues in management and business in various business environments.

The first article “Developing Customer Relationship Management Skills of Employees of a Small Scale Business Enterprise” by Sasithara Sethanandha-Moreno presents a qualitative study of the results the training sessions involving employees towards better customer relationship management and strategies to increase sales in a small scale business.

The second article “Factors Influencing Bangkokian Adults’ Decision-Making in Choosing an English Language School” by Natchanan Ammarit and Marrisa Fernando, Ph.D. determined the factors influencing Bangkokian on decision-making in choosing an English language school. The results showed that product, promotion, people and process have positive influence on adult’s decision-making in choosing an English language school while age, occupation, job level, income, price, place, physical evidence do not have a positive influence on adults’ decision-making in choosing an English language school.

The article “Determinants Of Customer Satisfaction And Customer Loyalty In E-Banking: A Case Study of Thailand’s Selected Commercial Banks in Bangkok’s Central Business Area” by Deepin Bogati and Rawin Vongurai, Ph.D identifies the determinants of the factors influencing customer satisfaction and customer loyalty in the e-banking of commercial banks of Thailand. The results are important indicators for the intense competitive banking industry of Thailand which could help the decision makers of the banks to improve the special parameters and obtain a competitive edge.

Sarah J. Krivic and Aaron Loh, Ph.D.’s study on the “Factors relating to Brand Loyalty of a Fitness Health Club Franchise Business in Vienna, Austria” focused on brand loyalty for an international, franchised fitness health club in Vienna, Austria. The research results showed the positive relationship between brand loyalty and seven variables, which were advertising spending, brand image, brand trust, customer orientation, corporate social responsibility (CSR), satisfaction and overall valuation of services.

These four studies present an array of relevant information and findings in the field of business and management contributing to new perspectives and possible application in other settings.