

## **Editorial**

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In this issue, we present two articles on business cases in education and online application.

The first article “Factors Affecting the Choice of University in Thailand among Thai International High School Student’s Grade 11 and Grade 12 in the Central Bangkok Area” by Panjaphol Moovoravit and Kitikorn Dowpiset identifies the factors affecting Thai international high school student’s (G.11 and G.12) in the central Bangkok area choice of university in Thailand . Major findings show that tuition fee, parental influence, location of university, educational facility, and institution reputation have statistical influences on choice of university.

The second article is “The Case Study on Purchase Experience and Intention to Purchase via Line Application of Thai People who are Living in Bangkok and Bangkok Metropolitan” by Phareploy Maichaimongkol. This research aims to determine the factors influencing the intention to purchase via Line application. There are 4 variables including purchase experience (PE), social presence (SP), trust (TR), and intention to purchase (IP). As a result, social presence and trust has a significant influence on the intention to purchase.

These two researches present an array of relevant information and findings in the field of education business and online purchase intention that contributes to new perspectives and possible application in other related settings.