

EDITORIAL

This issue covers seven articles concerned with economics and business in Thailand. In detail, the first article is *An Exploratory Study on Sustainable Practices Implemented in Food Supply Chain Management of the Five Star Hotels in Bangkok*. The authors investigate a significant gap in hospitality management literature relating in order to sustainable practices applied in five star hotels with their food supply chain management. Article two, *The Influence of Electronic-WOM on Tourists' Behavioral Intention to Choose a Destination: A case of Chinese Tourists Visiting Thailand*, show the influence of eWOM (electronic word of mouth) on tourists' behavioral intentions for selecting a particular tourism destination. It also represents how eWOM influences Chinese tourists' intention to visit Thailand. In Article three, *Social Media Marketing Strategy and Marketing Performance: Evidence from E-Commerce Firms in Thailand*, it illustrates the relationship between dimension of social media marketing strategy (SMMS) and marketing outcomes from 298 e-commerce firms in Thailand. Moreover, it shows each dimension of SMMS required either marketing operation excellence or increased customer satisfaction as a mediator variable effect on marketing performance. Article four, *Integrated Reporting: New Dimension of Firms' Performance Reporting*, explains the integrated reporting reports corporate performance in a holistic way. They provide financial and non-financial performance which are important for the business to allocate resource within the organization and form a good image and risk management for rules and regulations effectively. Article five, *Strategic Innovation Capability and Firm Sustainability: Evidence from Auto Parts Businesses in Thailand*, the author investigates the relationship among strategic innovation capability's dimension and its consequences from 126 auto parts businesses in Thailand. In article six, *Factors that Affects Communication Apprehension Levels in Employees of Multinational Organizations in Bangkok*, it describes what causes communication apprehension in employees of multinational organizations in Bangkok. In the last article, *Nestle Thailand's Best Practice, a Support Idea on Support Best Practice VMI: An Enable of Conceptual Collaboration*, it represents the collaboration support a best practice through the implementation for Vendor Manage Inventory (VMI). It is employed in order to get rid of the non-value-added costs associated with trading partners' relationship. Moreover, it is applied to investigate the issues of Nestlé's Thailand related to her best practice mission as a case study.

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