

EDITORIAL

The AU-GSB e-Journal is a semiannually international journal publishing the finest peer-reviewed social science articles across the entire spectrum of academic fields. The AU-GSB e-Journal has been indexed in TCI – Thai Journal Citation Index Centre (Tired 2).

This issue covers twenty articles. The first article titled “The Impacting Factors of Continuance Intention to Use E-Learning After Covid-19 Of Male Students Majoring in Music in Chengdu” aims to investigate the continuance intention to use e-learning of music major college students in Chengdu, China after COVID-19.

The second article titled “Factors Influencing Behavior Intentions of Junior Students to Use Chinese Animation and Comics Platforms in Chengdu, China” aims to examine the behavioral intentions of junior students to use Chinese animation and comics platforms in Chengdu, China.

The third article titled “Assessment of Behavioral Intention to Use Tencent Meeting of First-Year Students for Legal Courses in Chengdu, China” aims to assess the behavioral intention to use Tencent meetings of students for legal courses in Chengdu, China.

The fourth article titled “Factors Impacting Students’ Loyalty to Intangible Cultural Heritage Art Education: A Case of Chengdu Secondary School, China” aims to assess the key variables that significantly impact students’ loyalty to intangible cultural heritage art courses at three secondary schools in Chengdu, China.

The fifth article titled “Examining Taxpayers’ Behavior in Phnom Penh to Use Cambodia Road Tax Mobile Payment Application” aims to investigate the behavioral intention and use behavior of taxpayers in Phnom Penh to use Cambodia Road Tax Mobile Payment Application (CRTMPA).

The sixth article titled “Measuring Intention to Purchase Innovative Personal Health Assistant Services of Hypertension Patients in A Private Hospital in Bangkok” aims to examine the influencing factors of purchase intention on innovative personal health assistant services of hypertension patients of Bumrungrad Hospital.

The seventh article titled “An Investigation on Behavioral Intention toward Usage of Personal Health Assistant Service and Technology Among Patients in Bangkok, Thailand” mainly investigates the determinants of behavioral intention toward the usage behavior of personal health assistant services and technology for hypertension patients of a private hospital in Bangkok.

The eighth article titled “A Confirmatory Factor Analysis of Competency Model of Software Developers: A Case of INTO Company” aims to delineate the competency factors and dimensions of software developers' competency at INTO company, to create a competency model of software developers' competency at INTO company, and to verify the reliability and validity of the competency factors and dimensions in the context of INTO company.

The ninth article titled “Influencing Factors of Behavioral Intention and Use Behavior of Online Learning Platforms Among Public College Students in Chengdu, Sichuan Province, China” aims to highlight the factors influencing the behavioral intention and use behavior of Chinese public vocational school students to use online learning platforms.

The tenth article titled “The Influential Factors Determining Satisfaction, Loyalty and Learning Performance of Chinese Art Students in Chengdu” aims to use Tencent Conferences for online learning in Chengdu to explore the factors influencing Chinese art student satisfaction, loyalty, and learning performance.

The eleventh article titled “The Investigation on First-Year Students’ Use Behavior of Online Learning System or ‘Rain Classroom’ in Chengdu, China” aims to investigate first-year students’ behavior intention and use behavior using the online learning system of Rain Classroom in Chengdu, China.

The twelfth article titled “Measuring Satisfaction and Behavioral Intention of Students in Art Majors on the Use of Graduation Management System in China” aims to determine factors impacting the satisfaction and behavioral intention of students in art majors who graduated in 2020 using the graduation management system in China.

The thirteenth article titled “Determinants Affecting Art Major Undergraduates’ Satisfaction and Continuance Intention to Use E-Learning in Chongqing, China” aims to analyze the significant determinants that affect undergraduate students in art majors of their continuance intention in e-learning at Chongqing University of Arts and Sciences of China.

The fourteenth article titled “Factors Influencing High School Students’ Intention and Use of E-Learning to Study Chemistry in Bangkok, Thailand” aims to identify factors impacting the behavioral intention and use behavior of eLearning among the students who are studying Chemistry in the final two years (Grade 11 and 12) of international schools in Bangkok, Thailand.

The fifteenth article titled “Factors Impacting on Sophomores’ Satisfaction and Loyalty Toward Education Quality in Higher Vocational Colleges in China” aims to investigate the key influencers that significantly impact student satisfaction and loyalty toward education quality in higher vocational colleges in Chengdu, China.

The sixteenth article titled “The Assessment of Student Satisfaction with Art and Design Online Course at Normal Universities in Hunan, China” examines the factors impacting user satisfaction with the art and designs online course at the normal universities in Hunan, China.

The seventeenth article titled “An Examination of the Factors Impacting Student Satisfaction and Continuance Intention to Use Online Payments in Chengdu, China” investigates factors impacting student satisfaction and continuance intention to use online payments in Chengdu, China.

The eighteenth article titled “Improving Business IT learning outcomes using Cognitive Load Optimization - a case study in Chinese Graduate studies” aims to assess the effectiveness of implementing cognitive load optimization in the instruction of STEM subjects within graduate studies, focusing on the perspective of Chinese students.

The nineteenth article titled “A Study Examining Undergraduate Students’ Satisfaction and Continuance Intention with E-learning in Beijing, China” aims to investigate the factors impacting undergraduate students’ satisfaction and continuance intention with e-learning in Beijing, China.

The twentieth article titled “A Glittering Market: The Enhancement of Purchase Intentions to buy Diamond Jewelry of Consumers in Phnom Penh, Cambodia” aims to examine key factors influencing consumers’ purchase intentions toward diamond jewelry in Phnom Penh, Cambodia.