

## 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 Technology Affordance for Enhancing Gen Zs’ Flow Experience, Satisfaction and Continuance Usage of TikTok in Thailand” aims to identify the role of technology affordance leading to the continuance usage of Generation Z TikTokers in Thailand.

The second article titled “A Study on Intention and Behavior of Undergraduates to Use Massive Open Online Courses in Sichuan, China” aims to explore the influence of behavioral intention and behavior of undergraduates in their use of Massive Open Online Courses (MOOCs) learning in China.

The third article titled “A Research on Customers’ Satisfaction and Loyalty Towards Internet Plus of Express Logistics in Chengdu, China” aims to explore the factors influencing the satisfaction and loyalty of express logistics services in the context of "Internet Plus.

The fourth article titled “The Assessment on Significant Factors of Undergraduate Students’ Behavioral Intention to Learn Arts Education in Chengdu, China” aims to examine the determinants of university students' behavioral intention to learn arts education.

The fifth article titled “Determinants of Freshmen’ Use Behavior of DingTalk Learning Platform to Study Mental Health Course in Chengdu, China” aims to explore the influencing factors of DingTalk learning platform on the learning behavior of mental health course of students in Vocational Colleges in Chengdu, China.

The sixth article titled “Understanding Behavioral Intentions and Use Behavior of Students Towards Online Learning Systems in Jiangxi, China” aims to investigate the factors impacting behavioral intentions and use behavior of students in vocational colleges towards online learning systems in Jiangxi, China.

The seventh article titled “Factors Promoting Teaching Behavior of English Teachers in Primary Schools in Chengdu High-Tech Zone, China” aims to investigate the influence of the teaching behavior of primary school English teachers in Chengdu High-Tech Zone, China.

The eighth article titled “Influential Factors of Undergraduate Students’ Behavioral Intention toward Mobile Reading Software: A Case of a Public University in Sichuan, China” purposes to analyze the behavioral intention of college students using mobile reading apps in Sichuan Normal University through a questionnaire survey.

The ninth article titled “Factors Impacting 18-30 Years old Consumers’ Purchase Intention of New Energy Vehicles in Sichuan, China” aims to examine the impacting factors of consumers’ purchase intention of new energy vehicles in Sichuan, China.

The tenth article titled “Factors Influencing Undergraduate Students’ Satisfaction and Performance Towards Online Learning in Chengdu, China” delves into the determinants that influence the satisfaction and efficacy of online learning among students enrolled in four universities directly affiliated with the Ministry of Education in Chengdu.

The eleventh article titled “Determinants of First-Year Students’ Intention and Behavior Towards English Learning in Higher Vocational Colleges in Chengdu, China” explores the relation among several variables that affect personal behavior and intention for a specific purpose in previous studies.

The twelfth article titled “Factors Influencing Intention to Use Smart Home Technology in Chengdu-Chongqing Economic Circle, China” aims to explore the influencing factors of residents' behavioral intention to use smart home technology in Chengdu Chongqing economic circle, China.

The thirteenth article titled “Drivers of Undergraduate Students’ Perceived Usefulness and Satisfaction with Online Learning in Chengdu, China” deeply explores the factors influencing perceived usefulness and satisfaction of undergraduates towards online learning experiences in China.

The fourteenth article titled “Determinants of Freshmen’ Behavioral Intention and Use Behavior of Ubiquitous Learning in Chengdu, China: A Case of Three Universities” aims to explore the factors that influence first-year students’ behavioral intention and use behavior when using ubiquitous learning in Chengdu, Sichuan Province.

The fifteenth article titled “A Study on Factors Affecting Behavioral Intention and Behavior of Tourists to Use Tourism Applets in Chongqing, China” focuses on the influencing factors of behavioral intention and behavior of tourists to use tourism mobile applets in Chongqing, China.

The sixteenth article titled “Key Influencers of Attitude and Intention to Shop Online Through Live Broadcasting Platform Among Middle-Aged Consumer’s in Chengdu, China” discusses the significant influencing factors of middle-aged consumers’ attitudes and intentions toward online shopping live broadcasting platforms in Chengdu, China.

The seventeenth article titled “Factors Affecting Undergraduate Students' Satisfaction and Loyalty with Independent Institutions in Sichuan, China” aims to investigate the factors that affect students' satisfaction and loyalty to independent institutions in Chengdu, Sichuan province.

The eighteenth article titled “Factors Impacting Satisfaction and Loyalty with Thai Spa Products of Chinese Consumers in Chengdu, China” investigates the factors impacting satisfaction and loyalty with Thai spa products of Chinese consumers in Chengdu, China.

The nineteenth article titled “The Drive of Third-Year Student's Intention and Behavior of Entrepreneurship in Collages of Chengdu, China” is built upon perceived entrepreneurial motivation, perceived controllability, entrepreneurial self-efficacy, attitude, subjective norm, perceived behavioral control, intention, and behavior.

The twentieth article titled “Influential Factors Impacting the Performance of Employees with Less Than Five Years of Work Experience in High-Tech Enterprises located in Chengdu, China” aims to explore the key factors that significantly influence employees' job performance in high-tech enterprises in Chengdu, China.