

## Foreword

In this Issue we start with an article related to the financial sector, in which Dr. Nakhun Thoraneenitiyan considers the question of performance evaluation. Noting that traditional financial statements cannot fully capture all of the factors involved in bank performance, the author suggests a method of providing a more thorough evaluation through what he calls bank managerial efficiency measures. These measures provide shareholders with information useful for investment decisions that would not be otherwise available. Staying within the financial industry, Dr. Atthaphol Jirotmontree considers attitudes which determine the use of credit and debit cards among consumers in Bangkok. The author found that attitudes towards debt played an important role in the use of credit cards, a result that when examined in detail, is certain to be of use to bankers who market the cards to their client base.

Of great practical importance for those of our readers who are pursuing entrepreneurial careers, perhaps after completing their studies at Assumption University of Thailand, is a survey of the recently legislated Product Liability Law, governing unsafe products, by Professor Praphrut Chatprapachai. This law changes the rules for manufacturing in Thailand and we are very pleased to provide insight into these changes. We are an academic institution but we are also one with a strongly business orientation.

The next article by Dr. Pravit Khaemasunun and Prathana Yampaka is more addressed to major corporations than to individual entrepreneurs but we suspect that the interest in it should be wide. In this article the authors consider the effect of manufacturing strategies on return on equity among firms manufacturing automobiles, identifying four factors that have a particularly strong effect on that return.

Finally, we have an interesting Article by Dr. Atipat Boonmoh on Teachers' use and knowledge of Electronic Dictionaries. Research shows that electronic dictionaries have become popular in many South and East Asian countries. Advances in technology have helped electronic dictionaries become easily available. The results of the reported study show the current situation of dictionary use in Thailand, which found that most teachers did not use electronic dictionaries, were uninformed about them, and had little idea about the lexicographical content of electronic dictionaries. They were not aware of many technological features that were contained in electronic dictionaries.

In line with the Journal's commitment to increase the number of reviews we publish each year, we present a review of John Robbins' *The Food Revolution: how your diet can help save your life and our world*. Here we shift back to the very practical to obtain an excellent critical evaluation of this important issue by Raphael la Pragmatism. We are certain that the practical implications of this discussion will be as interesting as the nuts and bolts of business or about the world of international diplomacy.

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