

EDITORIAL

Scanning all research published in the ABAC Journal since Covid-19, one would observably note two distinctive common themes, *technology* and *sustainability*, while other topics seem to come and go. Not surprisingly, these two global themes continue to be presented, increasingly more extensively and diversely especially over the last two years, when AI such as ChatGPT, has now started to pervade the literature. Under the umbrella of these major themes we see the critical attributes of products, services and business performance, in attempts to face challenges, to survive and thrive, and to maintain a competitive edge in a rapidly changing environment: *quality*, *creativity-innovation* and *communication*, to name a few. All these critical attributes aim to heighten customer satisfaction, customer engagement, and brand loyalty.

In this volume of six research articles, four address technology, one encompasses sustainability, quality and innovation, and one innovation. Commencing with [Senachai et al.\(2025\)](#), where a descriptive meta-analysis is conducted to explore research streams in sports tourism management, synthesizing insights from two different sources. The analysis reveals that destination image consistently acts as a foundational driver of tourist perceptions, shaping satisfaction and loyalty intentions, with event quality as a key driver playing a mediating role. The study also highlights thematic overlaps between general tourism and sports tourism, including sustainability, psychological motivations, and methodological innovations. Another article, [Kaenmuang et al. \(2025\)](#) details an ethnolinguistic study focused on innovative strategies for naming noodle shops in Bangkok and how they compare to traditional naming strategies used in the restaurant business. This study examines how these names capture cultural identity, social hierarchies, and consumer preferences. Conventional names usually follow conventional Chinese company methods, including the owner's name and the types of noodles sold, allowing personalization and customer loyalty, while modern names reflect innovation and focus on both literal components and non-literal features. This creative use of language creates an emotional connection with customers.

The subsequent four papers are technology-based with diverse focuses. [Noonpakdee et al. \(2025\)](#) uses machine learning to enhance road safety, apparently prompted by an earlier bus fire in a tragic road accident. Explainable AI (XAI) particularly SHAP (Shapley Additive Explanations) is used to identify key factors contributing to road accident severity and to create social marketing campaigns for initiating behavioral change among the people for improved road safety. A practical framework for sustainable road safety is proposed focusing on raising awareness, delivering emotionally impactful communication, and fostering immediate behavioral change. This research provides valuable insights for strategic road safety initiatives and demonstrates the effectiveness of integrating machine learning with XAI. Another technology oriented research is [Luu et al. \(2025\)](#), where CI (cross-channel integration) through the process of connecting and synchronizing multiple channels, e.g. social media, mobile apps, and websites, was used to reach out to customers across different platforms. This study examines the impact of competitor pressure and customer pressure on adopting cross-channel integration (CI) and its subsequent effect on the performance of tourism enterprises. The study further explores the mediating role of CI in the relationship between these two pressures and firm performance.

In line with the above two studies, [Muna et al. \(2025\)](#) examines the impact of social media adoption on innovation quality and business performance among small and medium-sized enterprises (SMEs) in the handcrafted jewelry industry. The findings indicate a significant positive relationship between social media adoption and innovation quality, suggesting that effective use of digital platforms enhances creativity and product development.

Moreover, innovation quality positively influences market entry speed and overall business performance, highlighting its critical role in achieving a competitive advantage. Next comes the final article in the technology stream, [Muijeen et al. \(2025\)](#), which considers the new normal of online work modes since the COVID-19 pandemic. This study investigates the impact of online work modes on the foundations of personal well-being by exploring the relationships between resilient coping, life orientation, hope, and purpose in life, across both online-related work and fully offline work settings. Findings indicate that hope has the strongest positive influence on purpose in life, across both work modes. Based on total effects, resilient coping has a stronger effect in online work, while life orientation has a greater impact in offline work.

In addition to the six articles introduced above, this issue of the ABAC Journal also presents a book review by [Adamčík \(2025\)](#), on the book titled *Science Fictions: Exposing Fraud, Bias, Negligence and Hype in Science* (2020) by Stuart Ritchie. Ritchie argues that modern scientific research suffers from numerous issues including bias and error and calls for action among the scientific community to reckon with the issues raised.

Dr. Absorn Meesing
Editor-in-Chief
ABAC JOURNAL
Assumption University

References

- Adamčík, M. (2025). [Review of the Book - Science Fictions: Exposing Fraud, Bias, Negligence and Hype in Science by Stuart Ritchie]. *ABAC Journal*, 45 (1), DOI: <https://doi.org/10.59865/abacj.2025.3>.
- Kaenmuang, J., Natpratan, N., Poonlarp, T., & Hengsuwan, M. (2025). Names that Sell: Strategies in Naming Noodle Shops in Bangkok. *ABAC Journal*, 45(1), DOI: <https://doi.org/10.59865/abacj.2024.72>
- Luu, D. T. T., Nguyen, V. T., Duong, H. H., & Tu, B. T. (2025). Competitor Pressure, Customer Pressure and Firm Performance in Vietnamese Tourism Businesses: The Mediating Role of Cross-Channel Integration. *ABAC Journal*, 45(1), DOI: <https://doi.org/10.59865/abacj.2025.1>
- Muijeen, K., Kittiteerasack, P., Rungrojwatanasiri, P., Rochanahastin, A., Chumwichan, S., & Phanphairoj, K. (2025). The Impact of Online Work Mode on Personal Well-being: Exploring Paradigm Shifts in the Relationship Between Resilience Coping, Life Orientation, Hope, and Purpose in Life. *ABAC Journal*, 45(1), DOI: <https://doi.org/10.59865/abacj.2025.2>.
- Muna, N., Ir. Nyoman Sri Subawa S.T., Ida Bagus Raka Suardana, & Ni Wayan Lasmi (2025). The Impact of Social Media Adoption on Innovation Quality and Business Performance in Bali's Handcrafted Jewelry SMEs: A Dynamic Capability Perspective. *ABAC Journal*, 45(1), DOI: <https://doi.org/10.59865/abacj.2024.71>
- Noonpakdee, W., Satitsamitpong, M., Senachai, P., & Napontun, K. (2025). Leveraging Machine Learning to Enhance Road Safety: A Social Marketing Approach. *ABAC Journal*, 45(1), DOI: <https://doi.org/10.59865/abacj.2024.70>
- Senachai, P., Leruksa, C., & Sathatip, P. (2025). Exploring Research Streams in Sport Tourism Management: A Descriptive Meta-Analysis of Destination Image, Event Quality, Tourist Satisfaction, and Future Intentions. *ABAC Journal*, 45(1), 1-55. DOI: <https://doi.org/10.59865/abacj.2024.69>