

Editorial

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Editor

We are glad to present to you the 2021 issue of this journal with articles from scholars who have applied their research knowledge in actual business cases.

The first article “ Online Shopping Continuance Intention: A Case Study of Online Shopping in Thailand” by Dibesh Manandhar, Kitikorn Dowpiset and Tamonee Shinasharkey presents the factors that have significant influence on continuance behavior of online shoppers in Bangkok.

The second article authored by Teeramedh Dummanonda and Chompu Nuangjamnong titled “ The Influence of Social Media Advertising Value on Consumer Behavior in Renting Apartment Rooms in Bangkok, Thailand” presents results that show how information, entertainment and credibility influences social media advertising which in turn influences rental intention behavior.

Sophida Chanthasaksathian and Chompu Nuangjamnong presents a research on “ Factors Influencing Repurchase Intention on e-Commerce Platforms: A Case of GET Application” The result of the study explains which factor is the most influential towards customer repurchase intention and may be utilized by GET application to further improve or innovate their platform.

Sint Sint Soe and Chompu Nuangjamnong’s study titled “ Factors Affecting Customer Loyalty towards Hearty Heart Cosmetics: A Case Study Local Brand in Yangon, Myanmar” presented the results that three variables namely perceived value, customer satisfaction, brand image, and trust significantly affect the loyalty of customers towards Hearty Heart Cosmetics.

These four articles present an array of relevant findings that contributes to new perspectives and possible application in business especially in Thailand and Myanmar.