

Editorial

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This ABAC ODI Journal issue has 13 articles from research-based works by graduate students, business and organization practitioners, and academia. The contributing authors comprise local and international scholars from Australia, China, Myanmar, the Philippines, Thailand, and USA. This issue also includes the book review: *Understanding Power: The Indispensable Chomsky*. In terms of types of research, thirteen articles are a combination of quantitative research (5 articles), mixed-method research (5 articles), and qualitative research (3 articles).

The first article, *"Determinants Affecting Willingness of Office Workers To Use Coffee Houses Services In Bangkok During Covid-19 Outbreak"* by Krisana Kitcharoen. This article employs quantitative research, aiming to investigate the determinants influencing office workers' willingness to use coffee houses services in the Silom and Sathorn areas in Bangkok during the COVID-19 outbreak. The scope of the variables includes variety seeking, cosmopolitanism, personal innovativeness, product evaluation, behavioral intention, and willingness to use

The second article, *"Factors Influencing University Students' Attitude and Behavioral Intention Towards Online Learning Platform in Chengdu, China,"* by Li Gao, Kitti Phothikitti, Rawin Vongurai, and Siritwan Kitcharoen. The article employs quantitative research using SEM to determine the factors influencing university students' attitudes and behavioral intentions towards online learning platforms. The scope of the variables includes perceived usefulness, perceived ease of use, attitude, social influence, facilitating conditions, and behavioral intention.

The third article, *"Antecedents And Consequences of Organizational Learning Climates: A Meta-Analysis Using Maslow's Hierarchy of Needs Theory."* by Sanhakot Vithayaporn, Rungkaew Katekaew, Chantarat Vorapanya, and Sutha Sanpetpanich. This article employs meta-analysis research to determine the antecedents and consequences of "organizational learning climates," which are the co-creation of an organization and employees. The scope of the variables includes organizational learning climate, a hierarchy of needs theory, physical climate, psychological climate, social climate, and technological climate

The fourth article, *"Diversity, Creative Style and Problem-Solving: A Discussion of Outcome and Organizational Implications."* by Vorapot Rucktum and Ray Clapp. The article employs a systematic review of the selected literature to present the discussions of outcome and organizational implications. The scope of variables includes Diversity, Creative Style, and Problem-Solving:

The fifth article, *"Exploring Factors for E-learning Readiness in the Workplace: A Case of a Company Head Office in Yangon."* by Yoon Thiri Maung Maung and Maria Socorro C L Fernando. The article employs quantitative research to survey factors that influence employees' e-learning readiness in the organization. The scope of the variable includes perception, attitude, motivation, knowledge sharing practices, management support, technology access, technological competencies, and content readiness on e-learning readiness.

The sixth article, *Assessment Framework for Next-Level Leadership Role Readiness in Retail Middle Management.*" by Ganyapak Apipunnakul and Sirichai Preudhikulpradab. The article employs qualitative-participatory research to propose a next-level-leadership-role-readiness assessment framework in retail management. The scope of the variable includes leadership development, leadership competency, leadership readiness, and leadership assessment.

The seventh article, *"Exploring Factors that Enhance Organizational Sustainability: A Case Study of Ningshawng Social Institute, Myitkyina, Kachin State, Myanmar."* by Nang Ja Dum, Maria Socorro C L Fernando. This article is mixed-method research aiming to explore factors that influence organizational sustainability. The scope of the variable includes community engagement, funding, human resources, leadership, and organizational strategy

The eighth article, *"Effectiveness of the Pro Tools Software to Enhance Vocal Music Students Singing Performance of a Polytechnic Institution in Middle of China."* by Juan Hu, Thanawan Phongsatha, and Naree Achwarin. The article employs mixed-method research to determine the effectiveness of the integration of ProTools software as a supplementary tool enhancing vocal music students singing performance and then to identify the students' satisfaction with using ProTools software. The scope of the variables includes blended learning, ProTools software, singing performance, supplementary tool, and vocal music.

The ninth article, *"Factors Influencing Online Learning System Usage Among Fourth-Year Students in Higher Education in Sichuan, China."* by Yingqu Cao. The article employs quantitative research and aims to determine factors influencing online learning usage of students in higher education in Sichuan, China. The scope of the variable includes perceived ease of use, perceived usefulness, information quality, system quality, service quality, attitude toward use, satisfaction, behavioral intention, and actual use.

The tenth article, *"Designing Interventions to Enhance Employee Engagement among Administrative Employees at Heilongjiang International University."* by Yang Yang and Sming Chungviwatanant. The article employs mixed-method research to determine the influential factors affecting employee engagement to design interventions for enhancing employee engagement. The scope of the variables includes employee engagement, career growth, coworker support, supervisor support, and performance feedback

The eleventh article, *"The Priority Needs of Parents' Satisfaction on An Art Course for Their Children: A Case of ABC Art Institute."* by Linhan Geng, Sirichai Preudhikulpradab, and John Arthur Barnes. The article employs mixed-method research to identify the most important factors affecting parents' satisfaction and present suggestions to improve parents' satisfaction. The scope of the variables includes parents' satisfaction, learning content, skills development, learning process, teacher and student interaction, and tuition fee.

The twelfth article, *"A Need Assessment of Communication and Employee Performance: A Case Study of PKK Auto Partnership Limited, Thailand."* by Thanthicha Phachirananwanich and Maria Socorro C L Fernando. This article employs needs assessment research to rank the priority needs for improvement in terms of the forms of communication, company communication, and employee performance.

The thirteenth article, *"Applications of Artificial Intelligence for Strategic Management."* by Somsit Duangkanong. The article employs quantitative research using

SEM to investigate perceptions of the future of Artificial Intelligence (AI) and its usage in strategic management. The scope of the variable includes performance expectancy, effort expectancy, social norms, attitude toward adoption, technological capability, organizational culture, and adoption intention.

We hope the readers find the current issue of the ABAC ODI journal provides you with interesting findings, applications of different research types, and practical insights on business, technology, and organization development studies.