

EDITORIAL

This issue covers eleven articles and one book review concerned on Eastern Philosophy: *The Greatest Thinkers and Sages from Ancient to Modern Times* by Kevin Burns. The first article titled “*Use of Artificial Intelligence (Ai) In Managing Inventory of Medicine in Pharmaceutical Industry*” emphasizes on the importance of effective and efficient management of inventory is an integral part of supply chain.

The second article titled “*The Impact of Single Stock Futures on Spot Price Volatility of Underlying Stock in The Stock Exchange of Thailand During 2006 – 2012*” aims to examine the impact of the introduction of the Single Stock Futures on the volatility of the underlying equity in the Stock Exchange of Thailand from year 2006 to 2012, using the GARCH model.

The third article titled “*Abnormal Return on Stock Split - Revisiting the Evidence of Thailand During 2009 – 2018*” focuses specifically on the market’s reactions by the announcement date of the stock split, applying firm size and price range to explore insightful connections.

The fourth article titled “*A Blended Piano Teaching Model for Non-Piano Music Major Students in Hunan City University*” is tailored to improve the piano performance skills of the non-piano major sophomore music students in Hunan City University.

The fifth article titled “*A Model of Digital Piano Training System to Improve the Comprehensive Performance of Pre-School Education Major Students: A Case Study at A Public University in Hunan, China*” aimed to improve the digital piano comprehensive teaching level of students majoring in preschool education in Hunan province, China.

The sixth article titled “*Criticisms of Covid-19 Versus the Slow Response of Our Leaders to Global Warming and Depletion of The World’s Minerals with The Response by Leaders*” is aimed to stimulate discussion and more importantly immediate action by all members of the community.

The seventh article titled “*Online Marketing Communication Potential Priorities for Chinese Gen X and Gen Y Purchasing Thailand Condominium*” aimed to identify the aspects of online marketing communication potential priorities for Gen X and Gen Y Chinese purchasing Condominiums in Thailand.

The eighth article titled “*Factors Influencing Customer Attitude and Behavioral Intention Towards Consuming Dietary Supplements*” is tailored to determine the key aspects that influence customer attitude towards dietary supplement and their behavioral intention to consume dietary supplements.

The ninth article titled “*Factors Affecting Purchase Intention Toward Almond Milk: A Case Study of Thai Experienced and Inexperienced Consumers*” is aimed to examine the factor of affecting Thai people’s purchase intention toward almond milk.

The tenth article titled “*Factors Impacting on Online Purchasing Behavior Toward Consumers in Bangkok, Thailand*” is aimed to analyze the factors that affect online purchasing behavior of consumers who live in Bangkok, Thailand.

The eleventh article titled “*The Psychological Contract and Graduate Student Advising*” is purposed to introduce the concept of the psychological contract; to present the concept of the psychological contract as a valid perspective for viewing graduate students’

expectations in regard to advising, and to put forth suggestions for future research on graduate student advising in the hopes that research in this area will contribute to graduate student satisfaction.

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