

EDITORIAL

The AU-GSB e-Journal is a semiannually international journal publishing the finest peer-reviewed social science articles across the entire spectrum of academic fields. The AU-GSB e-Journal has been indexed in TCI – Thai Journal Citation Index Centre (Tired 2).

This issue covers twenty articles. The first article titled *“Enhancing Teachers Engagement in Heilongjiang International University through Organization Development Intervention”* aiming at measuring the causal relationship among immediate supervisor leadership, teaching performance, teachers intrinsic motivation and teachers engagement.

The second article titled *“An Intervention to Improve Students’ Class Engagement of Art Department in China”* aims to investigate the relationship of students’ autonomy, relatedness, usefulness, interest and student class engagement.

The third article titled *“Influencing Factors of Entrepreneurial Intention among Engineering Students in Sichuan, China”* aims to carry out effective reform of entrepreneurship education in combination with the national construction of new engineering for improving students' entrepreneurial intention.

The fourth article titled *“The Impact of Work Engagement, Psychological Empowerment and Organizational Commitment on Organizational Citizenship Behavior in a Hotel Service Sector: A Case Study of a Hotel Service in Roi Et, Thailand”* aims to identify the factors which contribute towards organizational citizenship Behavior of ABC hotel's employee in Roi Et, Thailand.

The fifth article titled *“Determinants of Attitude, Satisfaction and Behavioral Intention of Online Learning Usage Among Students During COVID-19”* intended to examine determinants of behavioral intention to use online learning among students in a higher vocational collage in China, including perceived ease of use, perceived usefulness, attitude, trust and satisfaction.

The sixth article titled *“Factors Influencing Purchase Intention Towards Environmentally Sustainable Clothing: A Study on Millennials of Metro Manila”* examined factors influencing purchase intention and provide insights as to how can government, business organizations, and individuals contribute to addressing the ongoing environmental issues.

The seventh article titled *“Impacting Factors of Postgraduates’ Behavioral Intention and Satisfaction in Using Online Learning in Chengdu University”* proposed to find out impacting factors of behavioral intention and satisfaction of postgraduate students in using online learning based on Technology Acceptance Model (TAM), the Unified Theory of Acceptance and Use of Technology (UTAUT), and the Information Systems Success (ISS).

The eighth article titled *“Influencing of Online Compulsive Buying and Materialism in Health and Beauty Consequence New Normal Shopping”* determined the impact of online compulsive buying and materialism on new normal shopping in the health and beauty industry.

The ninth article titled *“Perceptions of middle-top management on organizational performance in agriculture manufacturers in Yangon, Myanmar”* aims to help business executors promote leadership to enhance employee performance and build business model innovation to gain competitive advantage.

The tenth article titled *“The Role of Distributed Leadership on Knowledge Sharing and Organizational Learning in Higher Education Institutions of Cambodia”* to examine the determinants impacting knowledge sharing and organizational learning as well as to promote social support, leadership and voice across organizations to gain competitiveness in education market segment.

The eleventh article titled *“Influencing Factors of Fine Arts Student Satisfaction of Educational Internship in Sichuan, China”* contribute to the supervision of educational internship, improve the quality of educational internship, and promote the professional development of pre-service fine arts teachers.

The twelfth article titled *“Understanding Freshmen’s Persistence in A Chinese Private Higher Education”* aims to investigate the significant impact of self-efficacy, goal-setting and belongingness on freshmen’s persistence.

The thirteenth article titled *“Analysis on Influencing Factors of Art Application Behavior of Comprehensive Materials among Art Undergraduates in Chengdu Colleges”* aims to explore the affecting factors of the undergraduate students in art major using comprehensive materials for creation in Chengdu.

The fourteenth article titled *“Analysis of Factors Affecting Art Major Students’ Behavioral Intention of Online Education in Public Universities in Chengdu”* aims to identify the primary contributors for the implementation of contemporary online learning in order to enhance student engagement and learning behavioral intention.

The fifteenth article titled *“The Effect of Behavioral Intention to Use Hybrid Education: A Case of Chinese Undergraduate Students”* emphasized the main contributors to hybrid learning implementation to increase student engagement and learning efficiency.

The sixteenth article titled *“Investigation on Satisfaction and Performance of Online Education Among Fine Arts Major Undergraduates in Chengdu Public Universities”* determines factors influencing satisfaction and performance of online education among undergraduate fine art students in three public universities in Chengdu, China.

The seventeenth article titled *“Exploring Behavioral Intention Towards Hybrid Education of Undergraduate Students in Public Universities in Chongqing, China”* tests the significance of relationships between perceived ease of use, perceived usefulness, performance expectancy, self-efficacy, effort expectancy, social influence, and behavioral intention.

The eighteenth article titled *“Examining Factors Impacting Purchase Intention of 3D Cameras of Gen Y Customers in Chengdu, China”* contributed to marketers and salespersons to understand motivational factors of 3D cameras’ purchase decision of Generation Y customers, leading to the development of marketing and sales strategy for such products.

The nineteenth article titled *“The Antecedents of Student Satisfaction and Loyalty in Public Universities in Zhejiang, China”* evaluated the antecedents of student satisfaction and student loyalty and tests the interrelationships between academic aspects, college administration, infrastructure facilities, placement services, teachers and teaching, student satisfaction and student loyalty.

The twentieth article titled *“Determinants of Undergraduates’ Continuance Intention and Actual Behavior to Play Mobile Games in Chongqing, China”* aims to conduct Structural equation model (SEM) and confirmatory factor analysis (CFA) to examine the determinants of undergraduate student’s continuance intention and actual behavior to play online mobile games in Chongqing, China

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