

#### Volume 5 Number 1, January – June 2018

### Contents

- 1 Focus on Professional Development in Higher Education Institutions Colin Pinto The Application of Stimulus-Organism- Response Paradigm: The Role of Social 15 Media in Thailand's Destination Image and Behavioral Intentions Ariyaporn Nunthiphatprueksa, Sid Suntravuth 30 The Knowledge-based resources of Venture Capital firms' and Born Global firms' internationalization Jan Abrahamsson, Anders Isaksson Impact of Attitude towards Teacher on Students' Satisfaction with Educational 46 **Business in Thailand** Daisaku Shishido, Pakakorn Rakrachakarn, Thittapong Daengrasmisopon 61 ASEAN and the rise of a new interstate order in the Pacific Rim Marian Ehret, Ricardo Lucio Ortiz 76 Dynamic Service Innovation Strategy and Firm Profitability: Empirical Evidence from Hotel Businesses in Thailand Sasichai Pimpan, Prathanporn Jhundra-indra, Saranya Raksong 88 Personality Traits on Affective and Work Commitment toward Employees' readiness for change in Real Estate Sales Representative **Tibrat Sangroengrob** 100 Work Engagement in the manufacturing sector in Thailand Manjiri Kunte, Assistant Professor Dr. Parisa Rungruang 113 Mature Coastal Destinations and Management Strategy for the ASEAN Regional Integration
- of Sustainable Coastal Tourism Rungnapha Khamung
- 128Do the business ethics enhance a financial firm performance?Areerat Leelhaphunt, Sid Suntrayuth
- 144The Effect of Factors on Audit Renewal Strategy of Certified Public Accountants (CPAs)<br/>In Thailand<br/>*Thanniti Jiraphatthanaponsin, Sutana Boonlua, Suparak Janjarasjit*



#### Volume 5 Number 1, January – June 2018

158	Enhancing Audit Management Competency and Sustainable Audit Success: Evidence from Governmental Auditors in Thailand <i>Suwan Wangcharoendate</i>
174	Why a niche category signals high quality? Alisara Rungnontarat CHARINSARN
186	The Contribution of Salient Mall Attributes to Customer Satisfaction: An Importance - Performance Analysis Across Nations <i>Yuanfeng Cai</i>
201	Cross Cultural Training To Develop Cultural Intelligence Within A Group Of MBA Students: A Qualitative Evaluation <i>Martin Goerlich</i>
212	Consumer Behaviors and Factors Affecting Online Buying Behaviors of University Students in Digital Disruption Era <i>Bampen Maitreesophon</i>
220	Capital Market Integration: Vietnam and Its Connection with ASEAN Peers Jumpon Kluaymai-ngarm, Budsabawan Maharakkhaka
232	The Role of Innovation on Thailand's Vehicle Export Value <i>Wanta Inta-iad, Nopphon Tangjitprom</i>
243	Destination Branding Strategy towards Competitive Positioning in Destination Marketing <i>Revita Saisud, Associate Professor Dr. Seri Wongmontha</i>

## **Book Review**

T

255 Product Management. Donald R. Lehmann and Russell S. Winer, New York: McGraw-Hill Companies, 2005, 4th edition, 494pp, ISBN 007-123832-8 *Reviewed by: Arunee Lertkornkitja* 

# Guideline for Authors

257 Guideline for Authors