

## Contents

- 1 What Motivates Introverted Streamers? A Study from twitch.tv  
*Nanop Samatthiyadeekul, Manjiri Kunte*
- 14 Influence of Customer Perceived Value on Behavioral Intention in Ancient City Bed and Breakfasts: A Case of Lijiang Ancient City Bed and Breakfasts in Yunnan Province, China  
*Gang Chen, Fuangfa Amponstira*
- 25 Determinants of Outsourced ERP Implementation Success: Effects of Task-Technology Fit Theory and Partnership Quality Perspective  
*Vimolluck Vatanapitukpong*
- 43 Assessment of Expected and Perceived Service Quality in Nigerian Public Hospitals.  
*Prisca C. Adaka, William P. Wall, Kate Hughes*
- 63 Factors Influencing Intention to Reuse Mobile Banking Services in the Private Banking Sector in Myanmar  
*Phyo Min Tun*
- 79 Financial Literacy and Money Management among the Young  
*Rattana Waranyasathid, Khin Zar Win Htin*
- 90 An Empirical Study on Takeout App Customers' Continuous Use Intention in China  
*Limin Ran, Zhongwu Li*
- 108 Factors Affecting Burnout in Out-of-Office Workers in Thailand: A Moderated Multiple Regression Approach  
*Pattarachat Maneechaeye*
- 119 The Development of Smart Farmer Training Course for Agricultural Extension  
*Kanlayanee Prasertkhorawong, Paisarn Kanchanawong, Chalinda Ariyadet, Sathaporn Saengsupho*
- 133 The Impact of Trade Facilitation on Vietnam's Trade Flows  
*Zhen Yu, Boito Luu*

## Book Review

- 153 HBR's 10 must reads 2020: the definitive management ideas of the year from Harvard Business Review. The editors of Harvard Business Review Press. United State of America: Harvard Business Review Press, 2020. 196 pp. ISBN 9781633698123 (pbk)  
*Reviewed by Vasu Keeratitivutisest, Teerasak Suriyaprasiti*

## Guideline for Authors

- 157 Guideline for Authors