

Editorial

Dear Readers,

Welcome to Volume 7, Number 1 of the ASEAN Journal of Management and Innovation (AJMI). As the pandemic continues to impact communities all over the world, AJMI Editorial Board would like to offer its heartfelt good wishes to all those who have been directly and indirectly affected by Covid-19.

As strong a foe as the virus may be, it will be vanquished by the power of the human spirit and the relentless efforts to stem its spread.

The adage that health is wealth has never been truer than today. As the pandemic is making it patently clear, remaining healthy, however, depends largely on the reliability and efficiency of a country's health care system. **Prisca C. Adaka, William P. Wall, and Kate Hughes** address this important issue in *Assessment of Expected and Perceived Service Quality in Nigerian Public Hospitals*. This topic takes added relevance and an increased sense of urgency with death tolls rising daily and no end in sight. The big question is whether the crisis will turn into a reckoning – not just in Nigeria and other developing countries, but also in nations with much greater resources, where Covid-19 has exposed long-ignored vexing cracks in healthcare systems.

The coronavirus outbreak is speeding up digital transformation, as people are worried about the spread of the contagion and opting to apply more technology to protect themselves from the ubiquitous virus. Social distancing is accelerating the development of teleconferencing, telemedicine, teleconsulting, online teaching, and online shopping to name a few. Take, for example, online food ordering. **Limin Ran and Zhongwu Li** report in *An Empirical Study on Takeout App Customers' Continuous Use Intention in China* that mobile platforms for food delivery services are growing exponentially. Given the fast increase in the number of platforms to choose from, whether customers remain loyal to a specific takeout App – and under what conditions – are timely issues to address.

With social distancing practices here to stay – at least until a vaccine is found, digital channels are likely to be a main driver for business. **Nanop Samatthiyadeekuland and Manjiri Kunte** do argue in *What Motivates Introverted Streamers? A Study from twitch.tv* that there is no one-fit-for-all explanation as to what exactly motivates streamers to join the ranks. Although introverted streamers are legion, little is known about their motivations. This study raises their profile.

Many companies are using enterprise resource planning (ERP) systems to support their operational processes and enjoy cost savings; however, as **Vimolluck Vatanapitukpong** explains in *Determinants of Outsourced ERP Implementation Success: Effects of the Task-Technology Fit Theory and Partnership Quality Perspective*, an ERP system is a complicated technology that requires a high level of expertise and partnership quality.

With more and more people turning to online shopping and home delivery services as a way to avoid the virus, the on/offline integration of the retail sector has accelerated. Enticed by the lure of e-commerce offerings, consumers are splurging online – and causing the level of household debt to rise. Keeping one's spending under control takes self-discipline and requires

basic money management skills. **Rattana Waranyasathid** and **Khin Zar Win Htin** tackle this issue in *Financial Literacy and Money Management among the Young*.

Keeping track of one's expenses has been facilitated by mobile banking; yet as **Phyo Min Tun** reports in *Mobile Banking Services in the Private Banking Sector in Myanmar*, not every country in the region has embraced e-payment with the same eagerness. In spite of extensive marketing campaigns, people in Myanmar generally remain distrustful of mobile banking (and mistrustful of e-bankers).

Covid-19 has literally brought the world to a standstill as lockdowns confined people to their homes. Even though people are on the move again, borders in much of the world remain steadfastly closed. International tourism is unlikely to resume anytime soon, forcing millions of holidaymakers to change their vacation plans and focus on domestic destinations. Among places likely to attract hordes of tourists, historical landmarks rank high. In *Influence of Customer Perceived Value on Behavioral Intention in Ancient City Bed and Breakfasts: A Case of Lijiang Ancient City Bed and Breakfasts, Yunnan Province*, **Gang Chen** and **Fuangfa Amponstira** explain that in China, must-go domestic destinations include the ancient cities. Part of the enjoyment staying in B&Bs located in old quarters, we are told, is the unique experience they offer. With the expected rush to these sought-after destinations, the findings in this research study will prove valuable to B&B owners.

The coronavirus pandemic is putting food security in the spotlight. In countries where foreign seasonal labor was not allowed to work due to Covid-19, many crops ended up rotting and planting delayed, threatening food supply. While Thailand has never had a history of food insecurity (food safety is another matter), the crisis is reminding us how critical it is for the agricultural sector to ensure steady food production. **Kanlayanee Prasertkhorawong**, **Paisarn Kanchanawong**, **Chalinda Ariyadet**, and **Sathaporn Saengsupho** argue in *The Development of Smart Farmer Training Course for Agricultural Extension* that one way to do that is to train farmers to become smart farmers and be more efficient and respectful of the environment. This is critical to ensure innovative solutions in the future and avert food chain disruptions.

The pandemic broke out in a globalized world defined by deepening interconnections. It was born in a global manufacturing hub which much of the world depends on for its supply of medicines. This has produced a backlash against globalization and is leading some countries to reassess its merits and demerits and to contemplate re-shoring some of their key industries in an effort to regain some measure of 'economic sovereignty'. However, for those inclined to use the coronavirus as an opportunity to write globalization's obituary, this misses the point. While it is now clear that global supply chains should be reorganized so as to reduce interdependence – and in some cases overdependence – it is equally clear that parts and components, semi-finished and finished products will continue to be shipped around the world. How freely they will find their way into assembly lines and manufacturing plants stretched around the planet, however, largely depends on countries' determination to resist the lure of economic nationalism.

While the human impulse to move around will soon have free rein again, borders may not be as open and unrestricted for goods as they are for people once global trade picks up. Yet, as **Zhen Yu** and **Boito Luu** reports in *The Impact of Trade Facilitation on Vietnam's Trade*

Flows, it is only when burdensome customs procedures and trade-restricting barriers in the guise of neutral measures are removed that trade flows can grow.

One of the many lessons of the pandemic is how quickly things can change. Even though enabling technology had been proliferating, few firms embraced the concept of telecommuting in the pre-Covid-19 world. Fast forward a few months and a different post-Covid-19 world is unfolding, featuring among other changes, the rapid expansion of the practice of working at home. Unlike, out-of-office workers, however, who, according to **Pattarachat Maneechaeye**, are prime candidates for burnout; those working from home may feel happier. The figures shown in *Factors Affecting Burnout in Out-of-Office Workers in Thailand: A Moderated Multiple Regression Approach*, may be a real revelation about a little-known issue.

This issue ends with the review of a book entitled, *HBR's 10 Must Reads 2020: The Definitive Management Ideas of the Year*, which, **Vasu Keerativutisest** and **Teerasak Suriyaprasiti** tell us, introduces novel strategies for organizations to achieve sustainability in today's fast changing environment – and post-Covid-19 world.

While the contours of the post-Covid-19 world remain blurry for the time being, what is clear is that much will change in our personal lives, in the conduct of business and in the types of opportunities and challenges organizations will be faced with. This is ample food for thought and undoubtedly the subject of numerous contributions to academic journals in the near future.

Jean-Marc Dautrey, JD

Editor-in-Chief

ASEAN Journal of Management and Innovation