

Editorial

Dear Readers,

Welcome to Volume 7, Number 2 of the ASEAN Journal of Management and Innovation (AJMI). As the pandemic relentlessly continues to impact communities all over the world, AJMI Editorial Board would like to offer once again its heartfelt good wishes to all those who have been directly affected by Covid-19.

The end of the year is nearing and with it comes the ritualistic plunge into the past twelve months in search of the defining moments in our lives and some of the milestones that will shape our future. Whilst each year invariably stages landmark events and brings its share of challenges and achievements, 2020 is dominated by the once-in-a-lifetime pandemic crisis and the extraordinary and unprecedented upheavals it has caused the world over. In Thailand, one change epitomizes the Covid-19 carnage. This year, instead of being greeted by Santa Claus-costumed sales staff, shoppers face thermal scanners and placards reminding them to wear a mask and maintain a safe distance from others to avoid contamination.

Will Santa Claus be greeting us next year? As a stricken world is preparing to celebrate New Year and a second wave of infection is tearing its way through populations, businesses, and economies with seemingly no end in sight, one question on everybody's mind is "when will things be back to 'normal'?" People are also wondering what the world will look like after the dust from the pandemic settles.

Take shopping malls in the region. While they are likely to maintain their traffic-drawing capacity as air-conditioned *de facto* public parks, retailers are forced to reinvent themselves as more consumers are falling in love with online shopping – and foreign products. As **Yolamas Jeerasantikul** reports in *Influence of Cultural Differences and Interest Level in Thai Culture on the Online Shopping Behavior of Chinese Consumers*, thanks to the favorable perception of Thai culture in China, Thai products enjoy a positive image among online Chinese shoppers. Given the vast reservoir of Chinese consumers of Thai goods, developing a solid understanding of their online shopping behavior towards Thai products may prove a lucrative move.

Embracing digitization was already well under way before the onset of the pandemic but with Covid-19 it has leapfrogged years ahead as it has made acceptable practices that consumers were slow or reluctant to endorse. For many businesses, the old playbook is therefore unlikely to be relevant in the future; hence the need for them to enter into new territory and quickly learn adaptability. Organizational creativity and innovation is precisely the topic tackled by **Suwan Wangcharoendate** in *Organizational Creativity, Innovation, and Firm Success: An Empirical study of the Thai Electronic and Electrical Appliance Sector*. As determined in this study, valuable practice development, new process improvement, and proactive operational

competency are strongly related to a firm's innovation ideas enhancement, modern management technological focus, and dynamic business strategy capabilities.

For many people, the sanitary crisis has been a time of self-introspection. This makes *Eudaimonic and Hedonic Wellbeing among Bangkokians: A Qualitative Study of Maslow's Needs, Intrinsic and Extrinsic Values*, **Diana Martinez'** contribution, especially relevant. Focusing on Bangkokians living in low- and middle-income neighborhoods, this paper offers valuable insights into the factors most strongly influencing one's subjective wellbeing and can help managers and policy makers develop group strategies.

Economic disruptions and job losses have been particularly severe in the travel and tourism sectors as prolonged outbursts delay their recovery. It may take another year before passengers return. All hopes are now pinned on vaccines. When travel restrictions are lifted and international flights resume, people will be on the move again as there is much pent-up leisure demand. This means that millions of Chinese will again vacation in Thailand. As explained by **Korawan Sangkakorn, Pachernwaat Srichai, and Ravee Phoewhawm** in *Competing Internationally for the Chinese Tourist Market with Consideration for Local Thai Residents*, while a windfall, the massive arrival of Chinese tourists is also becoming an increasing source of tensions with local residents, who fear for the preservation of their environment and lifestyle. The exhaustive recommendations these three contributors make towards reconciling both sides should therefore be carefully considered.

For airlines, among other consequences, the pandemic means more safety measures to enforce. Coming in addition to all the time-honored protocols in place and in need of constant reevaluation and overhaul, they require extra cabin crew training. As stressed by **Thatri Kwansang** and **Pimurai Limpapath** in *Enhancing Onboard Safety: Planning for the Non-Technical Skills Training of the Cabin Crews of an International Airline*, non-technical skills educational training, though, is critical for crew member cooperation on board and passenger safety.

Finally, this issue includes three contributions on higher education. In *An Analysis of the Factors Affecting Intention to Use Artificial Intelligence Technology in Learning: A Case Study of Hanoi Students*, **Hien Le Dang** reports that perceived ease of use and perceived usefulness significantly affect the usage intention of AI technology among Hanoi college students. In *Designing an Action Learning Course for an MBA Program: A Qualitative Evaluation*, **Martin Goerlich** suggests that it is time to be bold enough to honestly ask what MBA courses should look like and decide what should be redesigned. In the third contribution, *An Educational Management Approach in Total Support for Thai Undergraduates' Learning and Performance Behavior*, **Chetthapoom Wannapaisan, Pristsana Koonnala, and Ravee Phoewhawm** offer constructive criticism of Thailand's higher education and on how to make students more assertive, more confident in their skills, and better equipped to meet the needs of the industry.