

EDITORIAL

Dear Readers,

Welcome to Volume 8, Number 2 of the ASEAN Journal of Management and Innovation (AJMI). As the pandemic continues to impact communities all over the world in spite of widespread vaccination and relentless efforts to stem its spread, AJMI Editorial Board would like to offer its heartfelt good wishes to all those who have been directly affected by Covid-19.

Once again, a stricken world is preparing to celebrate New Year as another wave of infection is tearing its way through populations, businesses, and economies with seemingly no end in sight. People are wondering when things will be back to ‘normal’ and asking themselves what the world will look like after the dust from the pandemic settles.

One sector deeply affected by the sanitary crisis is the airline industry. Government-imposed travelling restrictions have caused airlines to drastically reduce their activities. The pre-Covid-19 shortage of pilots is now a thing of the past. Travelling, however, is expected to resume in the years to come. This makes **Pattarachat Maneechaeye**’s article, *Factors Affecting Professional Pilots’ Intention to Leave Aviation Jobs: Supervised Machine Learning Algorithms*, quite relevant as it will be critical for airlines to retain their experienced pilots.

Another activity dramatically impacted by the pandemic is education. Online teaching continues to be the norm. A multitude of teaching modalities and pedagogies have been heavily studied and some of them tested as a result. **In *Impact of Vlogging on Beginner Learners’ English as an International Language (EIL) Competency during the COVID-19 Pandemic*, Emerald Anne Jorda and Russell Rodrigo** explore the effectiveness of vlogging (a term made of the contraction of the words ‘video’ and ‘blogging’) as a 21st-century pedagogical tool in the context of an international university in Bangkok.

If pre-pandemic statistics are any indication of future trends, Thailand is likely to witness a surge in the number of international students coming to Thailand to pursue their university education once borders reopen. This makes **Junwerlo Mundo Ng and Helen Tajoda-Edwards**’ article, *In the Thai Students’ Eyes: Non-Native English-Speaking Teachers’ Pedagogical and Linguistic Qualities and Students’ Learning Outcomes*, especially relevant as the number of non-native English-speaking teachers is likely to rise in the future.

Surprisingly, though, as **Ponglert Lewis Ponglertnapakorn and Paulo Roberto Chaves Dalpian** report in *Consumer Wellbeing in Thailand During Covid-19*, Thai consumer wellbeing as measured in terms of psychological activity (including social media usage), physical activity, expenditure and consumption of durable goods, and food has remained stable throughout the pandemic.

Two contributions to this volume focus on cultural issues. In *National Cultural Dimension Challenges from Thailand, Myanmar, and Laos in Developing Hotel’s Organizational Performance*, **Pichaphob Panphae and Ravee Art Phoewhawm** discuss how measures needed to improve organizational performance may run counter to the cultural dimensions of Thailand, Laos, and Myanmar as identified by Hofstede (2001) and stand in the way of

organizational goals. In *The Effects of Communication Attitude on Cross-National Communication Barriers with Encoding, Decoding, and Transmitting as Mediating Variables*, **Wang Gao** and **Chih-Cheng; Fang** tackle issues inherent in communicating across borders and on the need for communicators to adjust their attitude to improve the quality of cross-national communication.

This volume also includes a contribution dealing with corporate social accounting and another with leadership style. In *Corporate Social Accounting Practices and Firm Sustainability: An Empirical Evidence from Listed Firms in Thailand*, **Suwan Wangcharoendate**, **Krittayawadee Gatewongsa**, **Nath Srimuangtong**, and **Patsorn Siewsamdangdet** investigate the impact of corporate social accounting on firm sustainability through the mediating effect of accounting information advantage, stakeholder acceptance and corporate reputation. As to leadership style, one important issue is the type of leadership style to adopt in an ever-changing environment. **Jun Liu**, **Mingming Chen**, and **Yan Ye** address this issue in the context of application-oriented universities in China. As explained in *University Presidents' Leadership Styles in China's Application-Oriented Higher Education*, the preference is for participating leadership style and selling leadership style.

Finally, as expounded by **Scot Roach** in *All Appearances the Customer was Satisfied: A Study of the Effects of Employee Features on Expected Customer Satisfaction*, while non-verbal communication, helpfulness and displayed emotion provide many of the tangible cues during the service encounter, various aspects of employee appearance (gender, physical attractiveness, and level of smile) can have an effect on customer satisfaction as well.

The book reviewed in this volume is entitled *Start-Up Thailand: The Entrepreneurs' Journey*. As **Thittapong Daengrasmisopo** reports, as a compilation of inspiring stories of Thai entrepreneurship behind successful Thai-founded enterprises, it portrays the journeys to success of eleven Thai entrepreneurs and serves as a source of inspiration for those planning to become entrepreneurs.

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