

## EDITORIAL

Dear Readers,

Welcome to Volume 9, Number 1 of the ASEAN Journal of Management and Innovation (AJMI). While a stricken world is reeling from the pandemic and slowly returning to a ‘new normal’, new concerns are emerging. Indeed, with central banks remaining committed to doing whatever it takes to bring down inflation as commodity prices skyrocketed following Russia’s invasion of Ukraine and Covid lockdowns in China, risks of a demand-sapping recession are real.

The pandemic has been an accelerator of trends and has made some practices, which some consumers were slow or reluctant to endorse, acceptable. This has been the case, for example, with e-commerce which has been growing exponentially as older generations are now far less reluctant to shop online. However, as discussed by **Suteera Detnakarin** and **Thananya Yincharoen** in *A Study of Consumers’ Trust in E-Marketplaces among Generations X, Y, and Z in Thailand*, older consumers do not place the same level of trust in the e-marketplace as younger generations.

While digitization was already well under way before the onset of the pandemic, with Covid-19, it has leapfrogged years ahead. For many businesses, this means that the old playbook is no longer relevant ; hence the need for them to enter into new territory. This also means quickly learning how to adapt. As **Chayapon Soontornwiwattana** and **Sombat Kusumavalee** report in *Organizational Learning Elements of a Private Primary Care Unit: A Case Study of a Private Hospital in Bangkok*, private hospitals are no exception.

As **Suwan Wangcharoendate** shows in *Strategic Human Resources Development Capability and Firm Performance: Empirical Evidence from Information and Communication Technology Business in Thailand*, given the imperative to learn fast, the role of human resources in facilitating change and promoting a learning culture is significant.

Two of the contributions to this volume focus on financial issues. While gold is generally regarded as a safe haven in times of financial crisis, it is unclear if this also the case during a pandemic. This is precisely what **Budsabawan Maharakkhaka**, **Boonyachote Suteerawattananon** and **Suttatt Ramasoot** seek to determine in *Is Gold a Safe Haven During a Pandemic? A Case Study of Thailand*. Their findings challenge common thoughts on the safe-haven appeal of gold. The second article on financial issues relates to the green credit system put in place by a growing number of Chinese banks to get polluting industries to take steps to reduce their negative impact on the environment. At a time when the world is witnessing an increase in the frequency and intensity of extreme weather events, many of which linked to climate change, this makes **Lei Chen’s** article, *Impacts of Environmental Information Disclosure on Corporate Debt Financing in China*, especially relevant.

Two other contributions to this volume focus on public services. In *Organizational Support Factors on Public Service Innovation Outcomes: Evidence from Bangladesh*, **Mst. Shumshunnahar** and **Kasemsarn Chotchakornpant** seek to assess the influence of the support factors of perceived organizational support on public service innovation outcomes in Bangladesh, where public organizations are finding it increasingly difficult to provide adequate services in the face of the growing demands of a rising population. In *Activate Interpersonal Citizenship Behavior among Vietnamese Public Servants: The Mediating Role of Self-Efficacy*, **Nguyen Le Hoang Long** investigates the impact of ‘guanxi,’ a term originating from China and associated with public affairs and the facilitation of transactions, and public service motivation on organizational citizenship behavior toward individuals in Ho Chi Minh City, Vietnam.

Finally, in *Right Intentions Leading to Wrong Results: A Case Lesson on Helping Thai Locals Sustain their Business Community*, **Manop Chum-un**, **Ardchawin Jaikaew**, **Pichaphob Panphae**, and **Ravee Phoewhawn** describe how challenging it can be to help a local community develop sustainable operations and overcome its members’ strong resistance to change.

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