

Editorial

Dear Readers,

Welcome to Volume 6, Number 1 of the ASEAN Journal of Management and Innovation (AJMI). This is my first issue as Editor-in-Chief, a new role which I am very pleased and honored to assume. It has been the case since its inception more than five years ago that the AJMI remains committed more than ever to the dissemination of findings of both the academic and business communities that expand the knowledge base about management, innovation and organizational development. Those familiar with the format of the journal will notice that the introduction to AJMI has been substantially expanded and includes more specific information about the expected components of the research papers submitted, be they empirical or conceptual research, and AMJI style guide. This is in order to facilitate the process of writing and submitting a research paper – especially for those seeking publication for the first time – and maintain high standards.

In keeping with the mission of AMJI to publish timely research within the ASEAN context, contributions to this issue tackle a variety of topics that range from population aging to online marketing and also feature more specific topics such as sustainable community capacity building and Enterprise Resource Planning (ERP).

Southeast Asia is getting older and experiencing growth in the number and proportion of older persons in its population – those aged 60 or over. This is the inevitable consequence of the demographic transition from high to low fertility and the increase in longevity on the back of substantial progress in improving people’s health and well-being and reducing mortality risks.

Two ASEAN member states, Singapore and Thailand, are fast aging and projected to have shifted from ‘aged’ to ‘superaged’ societies by 2030 as defined by the CIA World Fact Book (2018). Combining with a low and ultra-low fertility, an aging population could have far-reaching political and socio-economic implications and lead to demographically problematic outcomes. As the ‘old man’ of Southeast Asia, Thailand is especially concerned as the percentage of Thai people over 60 years old is projected by the United Nations to rise from 15.8% in 2015 to 26.4% by 2030 and 37.1% by 2050 (United Nations, 2015). How much of a strain the increasing proportion of individuals projected to move into retirement during the next decades will be on its health care system and pension scheme largely depends on the health trajectory of older persons (and of course their level of economic self-sufficiency). For some, the added years of life expectancy may be years spent in disability or ill health. Old age may thus mean increasing dependency and vulnerability associated with declining health and a growing need for care and support. For others, however, it may mean enjoying their added years of life in good health. In their study titled *Holistic View on Successful Aging: Life Course and Current Factors Determining Successful Aging in Thailand*, **Suphicha Booranavitayaporn** and **Sid Suntrayuth** examine three criteria of successful aging, life

satisfaction, well-being, and self-actualization, and emphasize the importance preparing well for old age.

The swelling ranks of the elderly augur of market opportunities and are shaping up well for all aging-population-related industries. One such sector may be herbal products, the likes of those grown in Thapthim Siam 05, a herbal community in Thailand, where **Suthathip Suanmali** and **Paphitchaya Korbsanthia** assess the performance of households. As noted in their article, *Generalized Markov Method for Ranking Supplier Performance in the Herbal Industry: A Case Study of a Herbal Village in Thailand*, the herbal market is expected to steadily grow in the years to come. Some of these offerings could be tailored to meet elderly people's needs and tastes.

As emphasized by **Anucha Wittayakorn-Puripunpinyoo** in his paper titled *The Relationship between Personal Character Traits and the Organizational Performance of Learning Organization: A Case Study of School of Agriculture and Cooperatives*, an important factor in the development of high quality agricultural products is the proper training of the future stakeholders in this primary sector. A strong organizational performance is critical to enhancing the quality of agricultural products.

For retailers targeting the so-called 'grey' market, e- and m-commerce may become essential marketing instruments to reach the steadily growing cohort of 'senior' citizens engaging in online shopping. Three articles focus on social media and their growing importance in trade. In *Contribution of Marketing Capability to Social Media Business Performance*, **Penpattra Tarsako** and **Peerayuth Charoensukmonkul** use data collected from 364 entrepreneurs, who have been selling products via social media channels, to determine how to effectively utilize social media. In *Thailand vs. Indonesia: The Battleground of M-Commerce*, **Ariyaporn Nunthiphatprueksa** investigates the influence of m-commerce design (content and non-content cues on satisfaction and purchase intention) and compares the different results between Thailand and Indonesia. In a third empirical research study titled *Factors in Developing Online and Social Media for Marketing Local Silk & Cotton Products*, **Pachernwaat Srichai** and **Ravee Phoewhawm** explore a number of factors critical to the development of an online site and the sustainable use of social media for the sale and promotion of silk and cotton merchandise made by small entrepreneurs located in northern Thailand. Many of these items may have strong appeal to the growing number of older people who can be reached online.

The effect of social networks (personal network & social media) is also at the core of the research study titled *The Effect of Social Network on Small and Medium Enterprises' Export Mode*. Using a sample of 350 Thai SMEs, **Arpasri Sothonvit** and **Hla Theingi's** paper highlights how critical the use of personal networks and social media is in SMEs' international business strategy formulation and expansion, all the more as, relative to Multinational Enterprises (MNEs), most SMEs lack tangible resources.

Another issue discussed in this volume, one that is receiving increasing attention, is the impact of our activities on the environment and climate change. One such activity being closely examined is our use of gas-powered vehicles. With increasing public pressure to switch to

alternative modes of transportation and the changing legal framework, battery electric vehicles (BEV) are fast gaining currency in the Western world – but is it the case in Southeast Asia? How much more are Thai people willing to pay for a BEV and what are the variables affecting this decision are precisely the questions which **Suthathip Suanmali** and **Nitipon Tansakul** address in *Influential Factors on Willingness to Pay for a Battery Electric Vehicles in Bangkok*. With Thailand at the beginning of the BEV phase, it is critical to explore such queries.

The growing place of environmental issues in the public discourse is due in no small part to the key role non-government organizations (NGOs) have played in raising awareness. Promoting self-reliance using natural materials is precisely the *raison d'être* of one of the NGOs surveyed by **Surasak Jotaworn**, **Mokbul Morshed Ahmad**, and **Supadet Themrat** in their article titled *In Legal Status and Consequences Exploration: The Case of Non-Registered NGOs in Thailand*. Their paper examines the reasons why some NGOs are non-registered NGOs and their implications.

Two contributions to this volume focus on local communities, a reflection of their growing importance to the national economy and sustainable development. In *Community Social Capital Linked to Rural Tourism Opportunities: The Case of a Potato Community in Northern Thailand*, **Traci Morachnick** presents the findings from a participatory action research conducted in a community of villages as part of an effort to increase tourism in that area. Community-based tourism (CBT) and community capacity building (CCB), which focuses on enabling all members of the community, including the poorest and the most disadvantaged, to develop skills and competencies so as to take greater control of their own lives, are also at the core of the article titled *Drivers for Sustainable Community Capacity Building: A Case Study of ECO-LIFE Initiatives in Malaysia and Thailand*. In this empirical paper, **Shelen Ho Wai Han** and **Worawan Ongkrutraksa** discuss two cross-national CCB showcases of good practice, where shared value community-development projects are supported by government agencies, and investigate CCB activities, outcomes, and enablers.

As these comments suggest, this issue is filled with insight and though not all articles in this edition have been mentioned in this introduction, this does not suggest that any article is more worthy than the others. It simply means that this small collection seems appropriate to the theme of this editorial.

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References

The CIA World Fact Book defines an aging society as one having 7% of its population over 65, an aged society 14%, and a super aged society 20%. The CIA World Factbook, retrieved May 2019, from: <https://www.cia.gov/library/publications/the-world-factbook/geos/tt.html>

The United Nations, Population Division of the Department of Economic and Social Affairs of the United Nations Secretariat, *World Population Ageing 2015*, New York, NY: United Nations, 2015. Accessed February 2018, from: <http://esa.un.org/unpd/wpp/Excel-Data/population>