

## **Editorial**

Dear Reader,

Welcome to this edition (Volume 4 Number 2) of the ASEAN Journal of Management and Innovation (AJMI). Since it was launched in 2014 the AJMI has strengthened steadily as evidenced with the achievement on a higher-ranking index from Tier 1 of Thailand Citation Index (TCI) to ASEAN Citation Index (ACI). Also, for each edition there has been an increase of articles received for publication indicating a growing interest among researchers to publish their work in this journal. To continue this growth trajectory, and especially throughout 2018, a key focus going forward will be to continue to strengthen all aspects of the AJMI with the aim of meeting the required criteria for listing our journal on SCOPUS.

In this issue, I am proud to present a high quality of selected articles across the diverse fields of innovative technology for life and business, tourism, education, marketing, finance and social movement. The articles explore research outcomes on a quality of life change for a rural community through the rural electrification by renewable energy and the effective use of mobile instant messaging application tool (LINE) from Thai SMEs. From the tourism domain the research articles outline the determinants that effect agritourist's travel intention toward Agro-tourism, the impact of tourism policies toward the tourist's arrival in ASEAN and competency based training for nursing services in medical tourism in Thailand. In the domain of educational research, the articles reflect on the influence of co-operative education to creativity based on organizational innovation encouragement, the outcome of awareness, access and appreciation of education amongst a working-class background in Bangkok, and the evaluation of requirements of the industry for marketing graduates in Thai universities. Further articles related to marketing present research outcomes on the marketing mix in the human spirit era and the partial least squares (PLS) of social marketing responsibility modeling for Thai entrepreneurs' manufacturing industry. In the financial domain, the articles investigate index futures introduction and spot market volatility (Case of Thai Stock Market), a monitoring tool as selected to support the effective corporate governance of Thai listed firms, the elements influencing trading decisions in case of "Forex Traders" and the evaluation of bilateral investment treaty (BIT) between Thailand and Germany. Also, in this issue we explore the fields of business and social movement. One article outlines the development of a causal model of the competitive advantage affecting performance of SMEs in Thailand. Other valuable articles outline the results of mediating effects of stakeholder collaboration in the relationship between inter-organizational trust and knowledge sharing intention in global supply chain, and a comparative study of women in the mining community in Thailand and Laos.

Any success of the AJMI will not be possible without the continued support from our authors, readers, reviewers, and editorial board members. Therefore, I would like to express my gratitude to all who have supported our efforts in the production of the AJMI. Your reflections and comments are always welcome and please forward such along with any further academic contributions to: [research@stamford.edu](mailto:research@stamford.edu) and/or visit the website: <http://ajmi.stamford.edu>.

Thank you for your continued support of the AJMI.  
Sincerely yours,

Apitap Saekow, Ph.D.  
Editor in Chief  
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