

Stamford International University
Research and Development Center
16 Motorway Road, Prawet, Bangkok 10250, Thailand
Telephone +66 02 769 4000

© Stamford International University 2015

ASEAN Journal of Management & Innovation
Volume 4 Number 1
January - June 2017

PERIODICITY

Twice Yearly
First Issue: January – June
Second Issue: July – December

Website: ajmi.stamford.edu

All Correspondence should be addressed to:
ajmi@stamford.edu

ISSN 2351-0307

AJMI Statement of Editorial Policy

The goal of the *ASEAN Journal of Management & Innovation* (AJMI) is to publish insightful, original and timely research that describes or potentially impacts management and/or innovation that has the potential to be applied in the ASEAN context. Topics that are either distinctly ASEAN-related, or are regional or international in scope are encouraged. AJMI is multidisciplinary in scope and interdisciplinary in research methodology and content. AJMI accepts papers that initiate or redirect a line of inquiry as well as papers that provide new insights into previous work.

Editor in Chief

Dr. Apitep Saekow

Stamford International University, Thailand

Senior Consulting Editors

Dr. Andrew David Leslie Scown

Stamford International University, Thailand

Editorial Advisory Board

Prof. Dr. Rahmah Rahmah binti Mohamed

INTI International University

Prof. Josu Takala

University of Vaasa, Finland

Assoc. Prof. Dr. Kosoom Saichai

Rajapruk University, Thailand

Assoc. Prof. Dr. Pongjan Yoopat

Rangsit University, Thailand

Assoc. Prof. Dr. Tippaporn Mahasinpaisan

Panyapiwat Institute of Management

Assoc. Prof. Napat Watjanatepin

Rajamangala University of Technology

Suvarnabhumi, Thailand

Dr. Lavanchawee Sujarittanonta

Stamford International University, Thailand

Asst. Prof. Dr. Sa-ard Banchirdrit

Stamford International University, Thailand

Asst. Prof. Dr. William Philip Wall

Stamford International University, Thailand

Dr. Alexander Franco

Stamford International University, Thailand

Dr. Ake Choonhachatrachai

Stamford International University, Thailand

Dr. Bampen Maitreesophon

Stamford International University, Thailand

Dr. Rachaya Pakdeejit

Stamford International University, Thailand

Managing Editor

Hathai Kateratorn

Stamford International University, Thailand