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**Editorial**

Dear readers,

On behalf of ASEAN Journal of Management & Innovation (AJMI) editors, it is a great honor for me to welcome all readers to this edition Volume 4 Number 1 (V4N1). As the AJMI has been placed in the ASEAN Citation Index (ACI) for two consecutive years, it is a time to look forward to a next success on indexing AJMI to a higher international rank. For year 2017, Thai Citation Index (TCI) has selected our AJMI as a potential journal of the TCI project for SCOPUS indexing preparation. This indicates another successful step of AJMI. Therefore I would like to take this opportunity to offer a word of great thanks to our authors, our readers, our contributors, and our editorial board for their continued support of the journal and consistently high-quality content from outstanding contributors.

This issue (V4N1) continued to publish high quality of the selected articles in the diverse fields of international business, entrepreneurship, marketing, management, finance and education. The articles outline research outcomes on trade facilitation in ASEAN focusing on Japanese case of import cargo, entrenched CEO in aspects of loss aversion behavior on dividend policy in Thailand, factors influencing entrepreneurial innovation capability in jewelry business in Thailand and the related research on M-Commerce on an integration of cognitive and affective factors describing satisfaction and loyalty. From the interesting managerial and marketing aspects, the articles explore the establishment of a survey research conceptual framework on management, perceptions of consumers in Thailand towards purchasing products made in China and modern managerial accounting capability of textile expert business in Thailand. One interesting article presents an empirical investigation of corporate governance and cost of capital from a case of Thai listed companies. Other impressive papers investigate the research cases of Thailand on the microfinance trust factor of the village fund case, the examination of relationship between SHRM roles, human resource professional and performance of private hospitals, and antecedents of employee creativity management capability with the empirical evidence from furniture exporting business. Related to educational research, this issue accepted the interesting articles that investigate the exploring sources of the university's awareness and contact channels used among prospective students and culturally leading diverse teachings on leadership style and job satisfaction of multinational teachers.

As always, the success of this journal is built on the efforts of all the authors, reviewers, editors and the AJMI staff and my special thanks to all for great support and contribution to this journal. Also, my great thanks to Dr. Alexander Franco for your continued submission of the book reviews. I always look forward to our continuing relationship and to receiving your future contributions to our AJMI which makes a valuable scholarly contribution to our academic and research community. If you have any comments, please do not hesitate to send an email 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,  
Apitep Saekow, Ph.D.  
Editor in Chief  
ASEAN Journal of Management & Innovation