
EDITORIAL

Dear Readers,

In a world swept by persistent waves of change, the ASEAN Journal of Management & Innovation, Volume 11, Number 2 (2024), invites you to embark on a voyage of discovery. This issue presents six deeply insightful research articles that illuminate new contexts and strategies:

Ji Hye Jaime Chung & Joshua Youngbin Min, “Bridging Cultures, Enhancing Performance: Intercultural Communication Challenges of Thai SMEs in the Special Economic Zones” (pp. 1–14).

Exploring how Thai small and medium enterprises navigate cultural complexities to boost performance within special economic zones.

Jordan Cabaguing, “Community Needs and Participation to Nature-Based Tourism Development in Guiuan, Eastern Samar, Philippines” (pp. 15–32). This study examines local voices and involvement in crafting sustainable, nature-based tourism in Eastern Samar.

Voralux Vorapuksirikool & Chartchai Na Chiangmai, “Employee Engagement as a Mediator between Employee Experience and Perceived Organizational Performance for Sustainable Airport Operations after the Covid-19 Crisis: A Multigroup Analysis” (pp. 33–52). This study uncovers how employee engagement translates experience into perceived performance to sustain airport operations post-pandemic.

Pedro Jr Raymunde, “Work Engagement, Motivation, and Performance of Employees of the Davao de Oro State College during the COVID-19 Pandemic” (pp. 53–65). Investigating the drivers of staff engagement and motivation in higher education amid the global health crisis.

Auda Mae Signe & Jay C. Amistoso, “Navigating Human Resource Dynamics in the Construction Industry during the COVID-19 Pandemic” (pp. 66–78). This study identifies effective human resource strategies for the construction sector when global activity came to a standstill.

Tailiang Li & Jingying Huang, “Factors Impacting New Energy Vehicles’ Purchase Intention in Chengdu, China” (pp. 79–95). Revealing the key motivators behind consumers’ decisions to adopt new-energy vehicles in Chengdu.

These six contributions serve as beacons of insight, guiding us toward the tools and perspectives needed to thrive in an evolving landscape. We extend our sincere thanks to the authors, peer reviewers, and editorial teams whose dedication has woven these findings into a coherent body of knowledge for the ASEAN region. May this issue spark inspiration and guide you on a path to sustainable success and transformation.

Assoc. Prof. Dr. Atiporn Gerdruang

Editor-in-Chief

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