

EDITORIAL

Dear Readers,

Welcome to Volume 12, Number 1, of the ASEAN Journal of Management & Innovation (AJMI). Whether one characterizes today's environment as VUCA World volatile, uncertain, complex, and ambiguous or as an era defined by digital acceleration and sustainability imperatives, the challenges and opportunities for management and innovation across our region have never been more profound.

In this issue, we are proud to present twelve rigorously reviewed articles that span the spectrum of customer experience, technology adoption, human capital management, remittance services, hospitality marketing, live-stream, music and art management, and knowledge management:

Lu Suo & Guangyu Li, "Impact of New Energy Vehicle Customer Satisfaction on Repurchase Intention: A Case Study of Consumers in Guangdong Province, China" (pp. 1–15). By unpacking drivers of post-purchase loyalty in China's burgeoning new-energy auto market, this study offers actionable insights for both industry players and policymakers.

Fei Lu, "Investigating the Mediating Role of Trust Between Service Quality and Customer Value Co-creation: A Study of the Chinese Mobile Banking Industry" (pp. 16–35). This paper illuminates how trust acts as the crucial bridge between digital service quality and co-created customer value.

Brandon Obenza et al., "Analyzing Students' Attitude Towards AutoCAD Software Using the Technology Acceptance Model" (pp. 36–50). This research applied the TAM framework, the authors identify key enablers and barriers to technical software adoption among engineering students.

Jiomarie Jesus, Eddie E. Llamedo, Mark Anthony Tenedero & Evelyn C. Navares, "Assessing Employee Satisfaction with Human Capital Management Practices in the BPO Sector: A Cebu City Case Study" (pp. 51–64). This investigation highlights strategic levels for talent retention in the fast-growing BPO industry.

Wandath Seng & Wayne Hamra, "Cambodian Migrant Workers' Satisfaction Levels with Remittance Services in Thailand" (pp. 65–76). By voicing migrant remitters' experiences, this work pinpoints service design gaps and user needs in cross-border finance.

Huong Giang Vu, "Factors Influencing the Intention to Continue Using Social Media in 2–3-Star Hotels: A Case Study in Hanoi, Vietnam" (pp. 77–92). The findings shed light on sustained digital engagement strategies for mid-market hospitality providers.

Sumet Jirakasemwat & Sarinya Suttharatantagul, “Exploring the Serial Mediation of Perceived Usefulness, Ease of Use, and Playfulness in Shaping Purchase Behavior in Live Streaming Commerce among Thai Consumers” (pp. 93–108). This study unveils the sequential influence of TAM dimensions on live-stream purchase decisions, offering new perspectives for e-commerce practitioners.

Zhidan Xiao, Chananart Meenanan & Shengjun Yang, “Development of College Music Management Based on Multimedia Environment in China” (pp. 109–114). This article explores how multimedia technologies can transform music management practices in Chinese colleges, enhancing both learning and organizational efficiency.

Chananart Meenanan, Shengjun Yang & Zhidan Xiao, “Multi-Dimensional Application of Music Artificial Intelligence in Arts Management” (pp. 115–122). Focusing on AI applications in music and arts management, the authors highlight opportunities for intelligent systems to support creativity, pedagogy, and administrative decision-making.

Chananart Meenanan, Zhidan Xiao & Shengjun Yang, “Management of Emotional Teaching Strategies in Social Music Education in Chinese Colleges and Universities” (pp. 123–128). This study investigates the role of emotional strategies in music education, offering new perspectives on how affective engagement fosters holistic learning experiences.

Shengjun Yang, Zhidan Xiao & Chananart Meenanan, “Classification of Management Strategy of Digital College Music Course Resources in China” (pp. 129–133). The paper proposes a systematic framework for categorizing and managing digital music course resources, thereby improving accessibility, sustainability, and academic outcomes.

Li Shuyuan & Siripak Siritho, “The Effects of Knowledge Management and Organizational Learning on the Organizational Innovation Performance of High-tech Enterprises in Shandong Province, China” (pp. 134–151). This research examines how effective knowledge management and organizational learning processes directly enhance innovation capacity in China’s high-tech sector, providing implications for enterprise competitiveness.

Collectively, these contributions enrich our understanding of how organizations can harness emerging technologies, cultivate trust, and optimize human capital to thrive amid continual disruption. We extend our sincere gratitude to all authors, reviewers, and editorial board members whose dedication upholds the academic excellence of AJMI. We trust you will find this issue both informative and inspiring as you navigate the evolving landscape of management and innovation.

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