

Contents

1	BOOK REVIEW Marketing 6.0: The Future Is Immersive <i>Thittapong Daengrasmisopon</i>
5	The Influence of Chinese Travel Applications Content Marketing on Chinese Users' Travel Decisions to Bangkok, Thailand <i>Rui Wang</i>
26	Cultural Communication Model Via LINE Official Account for Sacred Temple Tourism Enhancement in Nakhon Phanom, Thailand <i>Suwisa Jaratkamolpong, Athirhat Nunkuntee</i>
47	Transforming Problematic Employees into Contributing Members: A Strategic Framework <i>Jiomarie B. Jesus, Ma. Rosalina A. Besario, Rocel I. Navaja, Princess Grace Pasignajen-Booc, Lucia A. Suello, Maria Erika Jumao-as Escorial</i>
63	The Impact of Good Corporate Governance on Thai Real Estate Companies' Firm Performance <i>Kanitpirom Wattanasan, Kamrul Hasan, Bhupesh Lohar, Rosario Cano Garcia, Chalee Phamonmontri</i>
74	The Impact of Online Marketing Planning on Customer Brand Loyalty in Traditional Arts and Crafts Enterprises in China <i>Liu Liang, Sun Shuo</i>
95	Exploring Generational Perspectives on AI Use in Higher Education: A Theory <i>Jiomarie B. Jesus, Genessa Basilisco, Khay-c G. Gemodo, Gloria E. Espiloy, Cheryl M. Lucero, Jeffy M. Sumilhig</i>
111	Digital Lending Efficacy on Debt Management of Wage Earners <i>Danica Nelsen Esperanza, Leovigilda L. Bithay, Jiomarie B. Jesus, Chesa Ople-Alviola, Jeffy M. Sumilhig, Genessa L. Basilisco</i>
128	Building the Characteristics of Future Organization: Systematic Literature Review <i>Kittipat Jirawaswong, Chiraprapha Akaraborworn,</i>

Guideline for Authors

145	Guideline for Authors
-----	-----------------------