

EDITORIAL

Dear Readers,

It is with great pleasure that we present Volume 12, Number 2 (2025) of the ASEAN Journal of Management & Innovation (AJMI). In a time when technology, culture, and sustainability continue to reshape organizational realities, this issue highlights how management innovation and cross-border collaboration can unlock transformative value for communities, enterprises, and society at large.

This issue comprises nine scholarly contributions that collectively reflect AJMI's interdisciplinary essence—bridging marketing, digital transformation, cultural communication, organizational behavior, and future-oriented management thinking. Each article represents rigorous scholarship and offers insights that are both academically grounded and practically relevant for today's rapidly evolving ASEAN and global contexts.

Thittapong Daengrasmisopon opens the issue with a Book Review of “Marketing 6.0: The Future Is Immersive” (pp. 1–4), offering thought-provoking reflections on how immersive technologies—AI, AR/VR, and the Metaverse—are redefining marketing strategy and consumer engagement in the new digital frontier.

Rui Wang follows with “The Influence of Chinese Travel Applications Content Marketing on Chinese Users' Travel Decisions to Bangkok, Thailand” (pp. 5–25), illuminating how digital ecosystems and cross-cultural communication affect destination choice behavior within the tourism economy.

In “Cultural Communication Model Via LINE Official Account for Sacred Temple Tourism Enhancement in Nakhon Phanom, Thailand” (pp. 26–46), **Suwisa Jaratkampolmong and Athirath Nunkuntee** present a communication framework that demonstrates how social media can foster cultural appreciation and community-based tourism.

Jiomarie B. Jesus et al. contribute “Transforming Problematic Employees into Contributing Members: A Strategic Framework” (pp. 47–62), providing a structured managerial model for employee rehabilitation and organizational inclusion—highlighting the human dimension of innovation.

From a governance perspective, **Kanitpirom Wattanasan et al.** investigate “The Impact of Good Corporate Governance on Thai Real Estate Companies' Firm Performance” (pp. 63–73), revealing empirical evidence of how ethical governance and transparency can drive long-term organizational resilience.

Liu Liang and Sun Shuo, in “The Impact of Online Marketing Planning on Customer Brand Loyalty in Traditional Arts and Crafts Enterprises in China” (pp. 74–94), explore how strategic digital planning strengthens customer loyalty in heritage-based industries—an intersection between tradition and innovation.

Jiomarie Jesus et al. continue their contribution to digital pedagogy with “Exploring Generational Perspectives on AI Use in Higher Education: A Theory” (pp. 95–110), which conceptualizes generational attitudes toward AI integration in academic environments, addressing challenges of adaptation, ethics, and pedagogy.

In “Digital Lending Efficacy on Debt Management of Wage Earners” (pp. 111–127), **Danica Nelsen Esperanza and colleagues** provide insights into financial inclusion and digital financial literacy—highlighting how fintech can empower wage earners in managing debt responsibly.

Finally, **Kittipat Jirawaswong and Chiraprapha Akaraborworn** conclude the issue with “Building the Characteristics of Future Organization: Systematic Literature Review” (pp. 128–144), synthesizing global perspectives on organizational adaptability, innovation culture, and sustainability leadership as defining traits for the organization of the future.

Together, these papers embody AJMI’s mission to advance dialogue and discovery in management and innovation across ASEAN and beyond. The Editorial Board extends heartfelt appreciation to our authors, reviewers, and readers for their continued commitment to scholarly excellence and regional collaboration.

We hope this issue inspires new perspectives and practical pathways toward resilient, inclusive, and innovative futures.

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