

EDITORIAL

Dear Readers,

Advancing Management and Innovation for Sustainable Business and Society

It is with great pleasure that we present **Volume 13, Issue 1 (2026)** of the *ASEAN Journal of Management & Innovation (AJMI)*. This issue reflects our continued commitment to publishing high-quality scholarly research that bridges academic rigor with practical relevance in management, innovation, entrepreneurship, and digital transformation. As organizations continue to navigate rapid technological change, increasing uncertainty, and evolving societal expectations, research that generates actionable knowledge has become more important than ever. This issue brings together at least four research articles that collectively demonstrate how innovation, technology, and evidence-based management can contribute to organizational resilience, competitiveness, and sustainable development. These themes align with the growing expectation that management research should not only advance theory but also provide meaningful solutions to contemporary organizational and societal challenges. (Taylor & Francis Online)

The first article, **"Developing a Hazard Analysis and Critical Control Point (HACCP) Framework for Food Safety Management in Buffet Restaurants,"** addresses one of the most fundamental aspects of hospitality management particularly food safety. By developing a comprehensive HACCP framework specifically for buffet restaurants, the study provides practical guidance for reducing food safety risks while enhancing operational quality and customer confidence. As the hospitality industry continues to recover and adapt to changing consumer expectations, robust food safety management systems remain essential for sustainable business success.

The second article, **"The AI-Augmented Entrepreneurship Pedagogy Action Model (AI-EPAM): A Transformative Framework for Entrepreneurial Skill Development and Venture Success,"** introduces an innovative educational framework that integrates artificial intelligence into entrepreneurship education. Rather than viewing AI merely as a technological tool, the proposed model positions AI as a strategic learning partner capable of enhancing entrepreneurial competencies, creativity, opportunity recognition, and venture development. The study contributes to the emerging discourse on AI-enabled education and offers valuable implications for educators, universities, and entrepreneurship support ecosystems.

The third article, **"The Determinants of Cloud-Based Services Adoption and Their Impact on Collaborative Network Capability of SMEs in Pakistan: A Moderating Role of Innovative Capability,"** examines how digital technologies support organizational collaboration among small and medium-sized enterprises. The findings demonstrate that cloud computing adoption, when complemented by organizational innovative capability, strengthens collaborative networks and enhances organizational competitiveness. This research contributes to the growing body of knowledge on digital transformation and SME development,

particularly within emerging economies where technological capability increasingly determines long-term competitiveness.

Completing this issue is "**Augmented Reality Virtual Try-on Technology, Trust and Purchase Intention in Thailand's Cosmetics Industry: A Moderated Mediation Analysis.**"

This article investigates how augmented reality technologies reshape consumer experiences in digital commerce. By examining the relationships among virtual try-on technology, consumer trust, and purchase intention, the study provides important insights into technology-enabled marketing strategies and digital consumer behavior. Its findings offer practical recommendations for businesses seeking to improve customer engagement through immersive technologies while contributing to contemporary marketing literature.

Collectively, these articles illustrate the multidisciplinary nature of management and innovation research. Although each study addresses a different context from food safety management and entrepreneurship education to cloud computing adoption and augmented reality marketing. They share a common objective: leveraging innovation to improve organizational performance and create value for society. The diversity of topics also reflects AJMI's mission to serve as an international platform for research that addresses real-world challenges through rigorous scholarly inquiry.

The Editorial Board sincerely thanks all authors for entrusting AJMI with their valuable research contributions. We also extend our deepest appreciation to our reviewers, whose expertise, constructive feedback, and commitment to maintaining high academic standards are indispensable to the quality of the journal. Their dedication to the peer-review process ensures that every published article contributes meaningfully to both scholarship and practice.

As AJMI continues to strengthen its international presence, we warmly invite researchers, academics, practitioners, and policymakers from around the world to submit original manuscripts that advance knowledge in management, innovation, entrepreneurship, digital transformation, sustainability, organizational development, and related interdisciplinary fields. We remain committed to fostering research excellence that bridges theory and practice while contributing to sustainable economic and social development throughout ASEAN and beyond. We hope the articles presented in this issue will stimulate further scholarly discussion, inspire future research collaborations, and provide practical insights that benefit organizations, educators, entrepreneurs, and policymakers alike.

Associate Professor Atiporn Gerdruang, DBA, Ph.D.
Editor-in-Chief

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