

Au Journal of Management

Assumption University



Published by:

Assumption University

Hua Mak, Bangkok 10240, Thailand.

Tel: 66 (0) 2300 4543-62

Fax: 66 (0) 2300 4563

URL: <http://www.au.edu>

ISSN: 1686-0039

Vol. 13, No. 2

July - December 2015

AU JOURNAL OF MANAGEMENT

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Circulation

Assumption University Information Center

Layout & Copywork

Asst. Prof. Dhanoos Sutthiphisal, Ph.D.

Vol. 13, No. 2

July – December 2015

The AU Journal of Management, an international publication, is published twice a year, in January and July and deals with current issues in business management. The Journal is owned by Assumption University and published on a non-profit basis. All articles appearing herein are the property of Assumption University; all rights are reserved. Inquiries of comments on material published or circulation may be address to the editors, *AU Journal of Management*, Assumption University, Ram Khamhaeng Rd. Soi 24, Hua Mak, Bangkok 10240, Thailand. Tel. +66 (0) 2 300-4543, +66 (0) 2 300-4553, Fax. +66 (0) 2 300-4511, +66 (0) 2 300-4552, +66 (0) 2 300-4563, Email aujm@au.edu, Website www.aujm.au.edu.

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EDITORIAL POLICY

AU Journal of Management is an interdisciplinary journal that welcomes submissions from scholars in disciplines related to business and management (e.g. marketing, finance, economics, accounting) and from other related disciplines (e.g. education, IT). The journal is multidisciplinary in scope and interdisciplinary in contents and methodology.

AU Journal of Management accepts both research and academic papers. Quantitative and qualitative studies are both encouraged as long as they are methodologically rigorous. The journal does not publish manuscripts about teaching materials/methods, articles that merely criticize previous work, or those aimed solely at business practitioners. On the other hand, works that discuss theoretical, empirical, practical or pedagogical issues are welcome.

AU Journal of Management is published twice a year, in January and July. Manuscripts are accepted on the understanding that they (or a major portion of the work that lead to the creation of the manuscripts) have not been, nor will be, published elsewhere. Based on the decision of the editors, manuscripts will be submitted to double blind reviews. The final decision on publication rests with the Editor-in-chief.

A set of detailed guidelines for authors can be found on the back pages of the journal. All manuscripts on acceptance become the copyright of Assumption University. For more information and/or submission, please visit www.aujm.au.edu.

EDITOR'S NOTE

Continuing with our tradition of having a diverse selection of topics, we have three stimulating articles in this issue that cover three very different geographic locations: China, Bangladesh, and Thailand. In the first article, Zhuoran Zhang and Udomsak Seenprachawong use the travel cost method to examine the economic value of a tourism site: glaciers in Mt. Yulong, Yunnan, China. They discover that the value is rather significant, roughly ten percent of the local GDP. In the second article, Mohammed S. Chowdhury, Zahurul Alam, and Sharmeen Ahmed investigate the relationship between Bangladesh railway service quality attributes (tangibility, reliability, responsiveness, assurance, and empathy) and customer satisfaction based on passenger perception and expectation. Their findings suggest that railway service providers will win customer satisfaction by improving all the dimensions of SERVEQUAL. Finally, in the third article, Veerasak Prasertchuwong explores the effects of cultural value orientations of customers on the relationship between seller influence tactics, relationship quality, and customer loyalty. He finds a significant relationship between non-coercive seller influence tactics, relationship quality, and customer loyalty. Cultural value orientation that a consumer possesses also plays an important role.

Asst. Prof. Dhanoos Sutthiphisal, Ph.D.
Editor-in-chief

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