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## **Statement from the Managing Editor**

Given the dynamic nature of the business environment, organizations are compelled to use new business models to enable them to compete both efficiently and effectively. While the Journal encompasses a broad-based spectrum of articles addressing the needs of primary disciplines in business, it also includes research on emerging interdisciplinary fields as can be seen in the articles in our current issue.

Smutkupt, in our first article, emphasizes the importance of shared vision based on her research conducted in a large industrial estate developer in Bangkok. She has highlighted the three antecedents of shared vision – affective commitment, intrinsic motivation and effective communication and has cautioned managers to promote these in their organizations. Leelakasemsant, in our second article, explores the combined effect of ownership concentration and equity liquidity on capital structure in the Thai context. His findings show that firms with concentrated ownership tend to use less debt in their capital structures. An interesting article, with a topic that has not been researched much in Thailand, is consumer ethnocentrism by Vadhanavisala. Her findings showed that consumer ethnocentrism has a significant influence on Thai consumers' intention to purchase domestic products. She also found two antecedents, collectivism and xenophobia, influence ethnocentrism in the Thai context. Tantivorakulchai next examines how push and pull factors influence Thai students' destination choice for higher education in the US, UK and Australia. His findings are particularly important for marketers and educators and throw light on why Thai students are willing to pay the extra cost for education in these countries. In our fifth article, Sukriket examines job satisfaction and turnover intention of software programmers in Bangkok. Given that demand exceeds supply of these talented professionals, his findings provide HR managers with retention strategies for these employees. In our final article, Paesai focuses on a strategic framework for formulating SME's promotion plan. Her article outlines the problems encountered and offers suggestions for the government and private sector for formulation and implementation of SME's promotional plans.

This issue marks my completion of 12 years as Managing Editor of the Journal. It has been an honor and pleasure to serve as Managing Editor but it is now time to pass the Journal into the capable hands of a new Managing Editor. I thank the Editorial Board, all the authors, peer-reviewers, and staff for their time, patience and scholarship. The Journal would not have been what it is today without your cooperation.

Happy New Year

**Patricia Arttachariya, Ph.D.**  
Managing Editor

## Statement of Editorial Policy

*AU Journal of Management* is an interdisciplinary journal that welcomes submission 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 methodologies are both encouraged as long as the studies 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, articles that discuss theoretical, empirical, practical or pedagogical issues are welcome.

*AU Journal of Management* is published twice a year, in January and June. Manuscripts are accepted on the understanding that they have not been, nor will be, published elsewhere. Based on the decision of the editors, manuscripts will be submitted to a double blind review. The final decision on publication rests with the Managing Editor.

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.

Please send your submissions via email to [patriciartt@au.edu](mailto:patriciartt@au.edu). Submissions can also be made via our website [www.aujm.au.edu](http://www.aujm.au.edu).

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