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**Editorial Note**

Beginning its ninth year, the St. Theresa journal of Humanities and Social Sciences is still continuing its open access policy and free publication. Our initiatives to engage research scholars will continue. Submissions from the different parts of the world is really encouraging. We are doing our best to sustain the research community growth with the ultimate aim of publishing the articles that have an academic quality at the international level.

This current issue brings together 5 research articles and 1 book review. The articles offered remarkable findings and suggestions as highlighted below.

Article 1, found that faculty members at the University of Hail (UOH) are enthusiastic about using Blackboard as a distance-learning system, but see it as not appropriate for teaching all subjects. There are differences in attitudes due to years of experience, college classification and gender.

Article 2, investigated math anxiety among Diploma students by dividing into two stages: obtaining student results and semi-structured interviews. Results revealed that tension and attitude are the primary concern, evaluation causes math anxiety, cognitive, environmental and behavioral learning experiences are influenced, and both low and high achievers experience math anxiety.

Article 3, investigated the level of perceived value, service quality, satisfaction, and behavioral intention among customers of Lazada Bangkok in Thailand, and examine the relationship among perceived value, service quality, customer satisfaction, and behavioral intention. The results showed that the perceived value and service quality of buying products on Lazada has a direct positive effect on behavioral intention toward buying a product online. In addition, the perceived value and service quality of buying products on Lazada have an indirect positive effect on behavioral intention toward buying a product online through customer satisfaction.

Article 4, studied the level of financial planning, debt planning, and saving and investment planning among working-age groups in Muak Lek Municipality, Muak Lek District, Saraburi Province. Results showed that different individual factors, such as gender, age, marital status, educational level, and average monthly income, had different levels.

Article 5 - examined the relationship between the marketing mix (4Ps) and brand equity in the food delivery industry in Thailand. It seeks to determine how the 4Ps contribute to building brand equity and to evaluate the impact of brand equity on customer loyalty. A

structural model is developed to analyze the correlations between these variables. The research also assesses customer expectations to gather insights for future marketing efforts. By applying the 4Ps theory. The findings indicate that product and place positively influence brand equity and customer loyalty. Moreover, brand equity is significantly associated with customer loyalty in this industry. This research offers valuable insights for marketers in developing effective marketing strategies.

Book Review - Educational psychology textbooks, authors and publishers have increased the number of illustrations, photographs, full-color editions, important quotations, study guides, ancillary publications, and created proprietary websites. These features have sometimes been attractive, but should support students from learning key ideas as often as they help them to learn.

We once again extend our sincere gratitude to all of the contributing writers, peer reviewers, and editors of the articles included in this issue. I hope to receive an increasing number of manuscript submissions for our upcoming and future issues.

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