

**St. Theresa Journal of Humanities and Social Sciences**  
**Volume 10, Number 1, 2024**

**Editorial Note**

The St. Theresa Journal of Humanities and Social Sciences is proud to announce its tenth year of publication. We sincerely thank the researchers' valued contributions and support, which have been instrumental in establishing the journal as a vital platform for academic growth.

This latest issue features sixteen articles from Thailand, the Philippines, and Nigeria, each offering insightful findings and recommendations. The issue comprises 15 research articles and 1 academic article, which collectively illustrate the power of collaboration and knowledge-sharing in advancing academic progress. We are honored to continue our mission of promoting academic excellence through the dissemination of high-quality research, and we look forward to future collaborations and contributions from the academic community.

This current issue brings together 15 research articles and 1 academic article. The articles offered remarkable findings and suggestions as highlighted below.

Research article 1, analyzed how HR practices affect work engagement in Nakhon Nayok Province's production sector. The study shows that communication, training, and development significantly impact employee engagement. The findings provide valuable insights into improving organizational performance and employee satisfaction in the new normal condition.

Research article 2, examined the strong relationship between work happiness, work passion, and job satisfaction among working age groups. The study analyzed data from 203 participants and found that work happiness and work passion are essential factors in achieving job satisfaction. The study provides valuable suggestions for future research in this area.

Research article 3, found that success in air traffic control depends on physical, psychological, and organizational factors, as well as work performance. The study offers guidelines for developing these factors at the personnel and organizational levels, including creating a training process, determining the curriculum, and evaluating it regularly, developing clear recruitment guidelines, creating operations training courses, and establishing a platform for personnel acceptance and long-term effectiveness.

Research article 4, showed how digital competitiveness factors affect Thailand's digital economy development in international business. Data from 384 international digital business entrepreneurs in Bangkok and nearby areas revealed a strong relationship between digital competitiveness capability and digital economy development capability. Specifically, digital knowledge, technology skills, and self-development positively impacted Thailand's digital economy development, explaining 64.40% of the variation.

Research article 5, investigated how the digital skills of 379 accountants in Thai international digital businesses in Bangkok impact Thailand's economy and society. The research found that their digital skills and their perspective on digital development for Thailand's economy and society were both high. All aspects of their digital skills showed a significant connection with digital development for the Thai economy and society, with communication, collaboration, content creation, cyber safety, and problem-solving having a positive impact on Thailand's digital development.

Research article 6, found that students encountered various challenges, including idiomatic expressions, complex sentence structures, and real-time pressure. The research identified eight common strategies used by students to address these challenges, including active listening, seeking clarification, and relying on contextual cues. These findings have implications for interpretation courses in EFL contexts, such as emphasizing the importance of maintaining composure under pressure and teaching students how to use contextual cues effectively.

Research article 7 - explored the relationship between entrepreneurship education and communication, interpersonal, and marketing skills acquisition in Business Education students in Delta State, Nigeria. The study included a sample of 760 students from five tertiary institutions and found that entrepreneurship education was a positive predictor of skills acquisition. The study recommends continued funding of entrepreneurship education to enhance skills acquisition.

Research article 8 - examined how Thai television drama series present cultural content to promote Thai tourism and assessed tourist satisfaction in visiting locations featured in these TV series in Phra Nakhon Si Ayutthaya Province, Thailand. The study used a mixed-method design with qualitative and quantitative phases. It found that cultural content was presented through television drama components, lifestyle in the storyline, and filming techniques. Overall, tourist satisfaction with visiting locations featured in cultural television dramas was high, and there were no significant differences in satisfaction levels between Thai and foreign tourists.

Research article 9 – found the social capital potential of the Lao Vieng ethnic group in the Wat Yai Lao community in Nakhon Nayok Province, Thailand. The sample group included 84 individuals from Wat Yai Lao, neighboring communities, local government officials, and administrators responsible for education, tourism, and cultural affairs. The findings revealed that the social capital potential of the Lao Vieng ethnic group includes human, institutional, intellectual, and cultural capital.

Research article 10 - studied the impact of e-commerce in Southeast Asia on the future development of Thailand's logistics. The sample group included 21 executives from various organizations in international trade, international e-commerce, and international logistics in Thailand. The study found that e-commerce in SEA has led to a new form of international trade and raised concerns about the shortage of logistics service providers in the future. Additionally, new forms of logistics businesses have emerged in SEA. The study concluded that Thailand's logistics development to support e-commerce growth in SEA needs to focus on providing e-fulfillment services and advancing towards green logistics.

Research article 11 - examined the potential and trends of the seaplane aviation industry and tourists' expectations for seaplane tourism in Thailand. The findings show that seaplane aviation business in Thailand is feasible, and tourists have high expectations for seaplane tourism. Additionally, there are no significant differences in expectations between tourists from Western and Eastern countries.

Research article 12 - evaluated school-based In-Service Training (INSET) for school heads and teachers in Southern Leyte, Philippines. It found that INSET was relevant and useful, leading to the development of a professional development model and training design. The study recommended including school-based INSET in the School Improvement Plan (SIP) and Annual Implementation Plan (AIP) with budget allocation.

Research article 13 - aimed to explore factors influencing residents' decisions to use parking services near the BTS Skytrain lines in Bangkok. It involved 384 respondents from large residential condominiums and used statistical tools such as Pearson Correlation and Multiple Regression analysis. The findings indicated a high level of satisfaction with the parking services and identified specific factors that positively influenced the decision to use these services.

Research article 14 - investigated the factors influencing the strength of OTOP Innovative Tourism Communities in the Ongkharak district area, Nakhon Nayok, Thailand. The research focused on residents near the "Khlong 15 tree market" and involved two communities, Community A and Community B, with 377 participants. The findings revealed that the community management potential of OTOP innovative tourism communities was high, and identified three significant factors that positively affected community strength: cooperation networks with private sector organizations, public mind of people in the community, and public relations of the community.

Research article 15 – assessed digital citizenship among students in Catholic schools in Nakhon Sawan Province. It involved 418 students from Grade 7 to Grade 12 and found that most students used smartphones for over 2 hours daily and demonstrated a high level of digital citizenship. While no significant differences were observed between male and female students, variations were identified across

different class levels. The study recommended implementing training activities to promote responsible digital technology use and fostering digital citizenship skills among students.

Academic article – stated that universities must adapt to new risks in the age of digital disruption. They can use four techniques to manage risks, but new risks require a different approach. Universities must create clarity, develop skills and empathy, and adhere to rules while being confident and collaborative. By doing so, universities can become disruptors and not victims of change and disruption.

Thank you to all contributing authors, peer reviewers, and journal coordinators for their valuable contributions to this issue. I look forward to receiving more manuscript submissions for future issues of the St. Theresa Journal of Humanities and Social Sciences.

Chaipat Wattanasan, Ph.D.  
Chief Editor, SJHS Journal