

Editorial

We are pleased to present the fourth issue of the HRD Journal, Faculty of Education, Burapha University. This issue we have invited an honorable author, Associate Professor Dr. Ian Smith, Visiting Associate Professor, Burapha University who has been coming to Thailand almost every year for the past 27 years and have seen many changes over those years and currently is one of our editorial board members. He is kindly shared his wealth of expertise, "Brief Comments on the Bright Future for HRD Graduates in Thailand". And we also have invited another honorable author, Professor Dr John Dewar Wilson to present a book review, "Human Resource Development theory and practice" by David McGuire and Kenneth Molbjerg Jorgensen, Sage Publications, London, 2011. The text comprises 16 chapters and 35 pages of references

This issue presents:

Qin Yi explored the essential structural themes of the intercultural leadership experiences of Chinese expatriate leaders working in Thailand. This study focused its attention on the essential meanings of intercultural leadership experiences through the perspective of Chinese expatriate leaders in Thailand.

Phongsak Thongneukang investigated Malaysian tourist behavior and experiences towards hotel and restaurant service businesses in Hat Yai Municipality, Songkhla province, the south of Thailand. He pointed out that the tourism stakeholder should train and develop human resources about service skills, advertising skills, personality, and communication skills.

Sun Bandol addressed the recruitment process of Cambodian labor in Thai companies. The study found unclear, incorrect or false information provided to Cambodian labor by the recruitment agencies in Cambodia and slow and inefficient steps of the recruitment process.

Hathaikorn Pan-Ngam applied a Mixed Methods Research Design to investigate the core competency model of business administration graduates who work in the service sectors in Thailand. She also created a tentative K-SAE Model, Knowledge (K), Skill (S), Ability(A), and Ethic (E).

Suwattana Thepchit used a Delphi method technique and factor analysis to identify desirable characteristics of ICT workforces in enhancing learning organizations. She suggested that the benefits of the study would help determine the future focus on the development strategy for improving ICT workforces' potential to ensure an enhancing learning organization.

Tanya Lynn Davis discussed research which was undertaken in her country of residence, the US, as she saw a need to better define the concept of 'student-centered learning' in the ESL teaching profession in an effort to help both new teachers to the field, and experienced teachers, make their teaching practices more student-centered.

Pragasit Sittithikul reviewed that there were currently more than 180 different language groups represented by the students in American educational institutions. When it comes to students who speak English as a second language (ESL), and teachers they must teach content-area curriculum, many of those newcomers were likely to have difficulties adjusting to a new school and a new culture. He applied qualitative study to examine the use of meta-cognitive reading strategies of four doctoral ESL Thai students who were at the time conducting research whilst studying in the US.

Marlon D. Sipe applied a mixed qualitative and quantitative research recognizes the incessant influx of foreign English teachers from the different parts of the world to Thailand. One hundred and thirty six Thai Secondary School students in Khon Kaen province, located in the northeastern part of Thailand, were surveyed and observed in actual classroom settings, and 50 foreign teachers (from 15 countries) participated in the survey and some of them were selected for interview.

Mahmoud Moussa investigated into the causes regarding employee turnover at a selected college in Thailand. After an investigation, he suggested to bring together achievable and indispensable factors that might lead to some understanding of job dissatisfaction, and employee turnover.

Jamnean Joungtrakul described a managing employee turnover and retaining employees in an automobile manufacturing company in Thailand. He proposes a retention model comprising six major strategies which include: Strategy 1. Human resource planning and recruitment; Strategy 2. Training and development; Strategy 3. Compensation and benefits; Strategy 4. Industrial relations; Strategy 5. Establish and operate monitoring system; and Strategy 6. Enhancement of external public relations.

John Dewar Wilson presented a wonderful book review, *“Human Resource Development theory and practice”* by David McGuire and Kenneth Molbjerg Jorgensen. It returned to his perspective, “Would I recommend this text to my Thai students”

Again, our aim is to provide quality content and we would not succeed without the understanding and support of key individuals and organizations. We would like to thank you for all comments suggestions and contributions.



Editor in Chief

Chalong Tubsree, Ed.D.



Managing Editor

Saratid Sakulkoo, Ph.D