

## From the Editor

*Human Behavior, Development and Society (HBDS)* is an international, open-access, interdisciplinary peer-reviewed journal published three issues a year by Asia-Pacific International University (AIU). *HBDS* publishes findings and discussions regarding most aspects of human behavior, development, and society. The journal's scope is to advance knowledge through the use of classical methods of investigation and to foster the examination of cross-cultural issues that increase mutual understanding among diverse social groups within the international community, with a particular emphasis on Southeast Asia. All articles in the journal are indexed with the Thai-Journal Citation Index Centre (TCI) and the EBSCO database. The editorial team is committed to maintaining meticulous peer-review standards and the highest level of ethical integrity, ensuring consistency and scientific rigor in each research article.

This issue of *HBDS* contains 10 articles, nine of which were written by researchers external to the university, and one that was authored by AIU researchers. We are delighted to see reports and findings from various disciplines including finance, marketing, taxation, language education, psychology, and religion. Most articles in this issue reflect studies conducted in Asian contexts including Indonesia, Malaysia, Myanmar, Philippines, and Thailand. We hope that this issue of *HBDS* will contribute to the development of society and serve as a source of information for various academic fields and research projects.

We would like to invite readers to publish your valuable papers with us. More information may be found on our website, <https://www.tci-thaijo.org/index.php/hbds>. We would also appreciate comments or suggestions from you to help us improve the journal. Finally, we appreciate the hard work of authors, peer reviewers, editorial along with executive board members, and journal staff members who have contributed to make this achievement a reality.

Assistant Professor Dr. Damrong Sattayawaksakul, Editor  
*Human Behavior, Development and Society*  
Asia-Pacific International University