

From the Editor

This is the first issue of *Human Behavior, Development and Society (HBDS)* for 2023. The journal is an international, open-access, and interdisciplinary peer-reviewed journal published three issues a year by Asia-Pacific International University (AIU). *HBDS* publishes academic research articles in the humanities and social sciences, including fields such as business administration, development, education, health, public administration, religion, and other social sciences areas. The journal's aim 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. These studies lead to improved concepts, theories, and new knowledge for developing communities and society, with a particular emphasis on Southeast Asia. All articles in the journal are indexed by the Thai-Journal Citation Index Centre (TCI), ASEAN Citation Index (ACI), and the EBSCO database.

This issue consists of 10 articles, six of which were written by authors external to the university, and four of which were authored by AIU researchers. We are delighted to see reports and findings from various disciplines including business, education, health, literature, psychology, religion, and sociology. Most articles in this issue are based on studies that were conducted in ASEAN contexts including Indonesia, Malaysia, the Philippines, Singapore, 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, reviewers, editorial board members, executive board members, and journal staff members who have contributed to making this achievement a reality.

Assistant Professor Dr. Damrong Sattayawaksakul, Editor

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