

From the Editor

This is the first issue of *Human Behavior, Development and Society (HBDS)* for 2024. 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 fields of business administration, development, education, health, the humanities, public administration, religion, tourism, and other social sciences that contribute to development of concepts, theories, and new knowledge for developing communities and societies. 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 international communities, 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, and starting with this issue, digital object identifiers (DOI) are used to provide each article with a permanent web address.

This issue contains 12 articles, ten of which were written by researchers external to the university, and two of which were authored by an AIU researcher. We are delighted to see reports and findings from various disciplines including business, education, health, psychology, and religion. Most articles in this issue reflect studies conducted in ASEAN contexts including Malaysia, the Philippines, Thailand, and Vietnam, as well as articles from Australia and the United Arab Emirates. 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 Satayavaksakoon, Editor

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Asia-Pacific International University