

From the Editor

This is the last issue of *Human Behavior, Development and Society (HBDS)* for 2024. The journal is an international, open-access, interdisciplinary peer-reviewed journal published three times 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 by the Thai-Journal Citation Index Centre (TCI), ASEAN Citation Index (ACI), and EBSCO database.

This issue of *HBDS* contains 12 articles, ten of which were written by researchers external to the university, and two that were authored by AIU researchers. We are delighted to see reports and findings from various disciplines including education, entrepreneurship, finance, health, human resources, journalism, linguistics, marketing, and society. Most articles in this issue reflect studies conducted in Asian contexts including China, Malaysia, Myanmar, Philippines, and Thailand, with one article from Puerto Rico included in this issue as well. 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.

There will be several improvements to the *HBDS* in 2025; we will keep you updated as changes occur. 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 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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