

## **From the Editor**

*Human Behavior, Development and Society (HBDS)* has been recognized as a Tier 1 journal by the Thai Journal Citation Index (TCI) with 5 five-year accreditation from 1 January 2025 to 31 December 2029. Therefore, all articles in the journal are indexed by the Thai-Journal Citation Index Centre (TCI), ASEAN Citation Index (ACI), and the EBSCO database.

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, social sciences, education, business administration, religion, health, public administration, development, tourism, and other social sciences areas that contribute to the development of the concepts, theories, as well as new knowledge for developing the community 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.

This is the first issue of *Human Behavior, Development and Society (HBDS)* for 2025. For this issue, there are 12 articles, ten of them were written by researchers external to the university, and two were authored by an AIU researcher. There is one academic article, four qualitative research articles, and seven quantitative research articles. We are delighted to see reports and findings from various disciplines including business, education, psychology, and sociology. Most articles in this issue reflect studies conducted in ASEAN contexts including Cambodia, the Philippines, and Thailand, as well as articles from China and Sri Lanka. 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 are several changes in the published article in this issue of *HBDS*. The length of the abstract increases from 200 words to 800–900 words. The length of the article increases from 8–12 pages to 10–15 pages. Further, the number of published articles per issue will be changed from 12 articles to 10–15 articles, starting from the next issue.

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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