

From the Editor

Human Behavior, Development and Society (HBDS) 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 care education, public administration, development, tourism, and other social sciences areas that contribute to the development of concepts, theories, as well as new knowledge for developing the community and society. The journal's scope is to advance knowledge through 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 last issue of *Human Behavior, Development and Society (HBDS)* for 2025. For this issue, there are 15 articles, 11 of which were written by researchers external to the university, and four were authored by AIU researchers. We are delighted to see reports and findings from various disciplines, including arts, business, education, and health care. Most articles in this issue reflect studies conducted in ASEAN contexts, including Malaysia, the Philippines, and Thailand, as well as articles from China. 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. All articles in the journal are indexed by the Thai-Journal Citation Index Centre (TCI), ASEAN Citation Index (ACI), and the EBSCO database. 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
Human Behavior, Development and Society
Asia-Pacific International University