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Editor's Note



Dr. Arthit Ourairat, Founding President Emeritus of Rangsit University, has had the dream of building the best educational university with the most comprehensive programs that can develop the people to be the strength of our country. He has spent his whole life making this dream come true. On May 9, 2022, the 84th anniversary of his, Dr. Arthit Ourairat passed this mission on to Dr. Attawit Ourairat to continue working on these ideals. At the same time, the RJSH journal continues to help lead intellectualism to its respected place in society.

This issue presents you with 9 articles from various disciplines. In the first article, Asekha Khantavchai, Pailin Chayapham, and Siriwong Earsakul studied tourist behavior and developed new travel routes in Udonthani. By using social network analysis, 16 travel routes were developed. The authors found that the satisfaction of tourists toward these travel routes was at the highest level. In addition, the authors presented these travel routes via the Android application named “Tiew Muang Rong Udonthani” (Secondary City Tourism in Udonthani).

In the second article, Pawinee Chuayprakong studied the emotional labor and job performance of local revenue collectors in Thailand. Through the process-tracing method and in-depth interviews, the authors found that the local revenue collectors performed both surface acting and deep acting. Their surface acting might lead to relatively low levels of job performance, but their deep acting might lead to relatively high levels of job performance among the local revenue collectors.

Next, Nhat Khanh Le and Boon Anan Phinaitrup studied factors affecting the work motivation of civil servants in Vietnam and found that work conditions and supervisor support significantly affected the work motivation of civil servants working in the Department of Home Affairs in Ho Chi Minh City.

In the fourth article, Nirumon Rattanarat studied the elder abuse situation in Nang Rong district, Buriram province, Thailand, and proposed guidelines for the prevention of elder abuse in the community.

In the fifth article by Supawadee Boonyachut and Terdpong Boonpan, they aimed to design the mascot and cultural tourism map for old Trat's town community, the so-called "Chiang Khan of the eastern land" by foreign tourists. Through the public participation process, mascots of "the happy grandmother and grandfather" were selected, and the cultural tourism map was created.

In the sixth article, Zheng Zheyun explored Chinese national self-confidence and out-group trust during the Tokyo Olympics. Based on a survey of the Mainland Chinese public, the author found that though the Olympic Games had had a positive impact on Chinese national self-confidence, they had had a negative impact on the out-group trust.

In the seventh article, Rosatorn Toobunterng studied the process of access to a cashless society of the baby boom generation in Thailand, and the factors affecting the access. The author found that this process required the support of the government, the private sector, and the people. Through in-depth interviews, the author specified 8 factors that affect access, namely, social influence, effort expectation, facilitating conditions, performance expectation, price value, habit, hedonic motivation, and perceived risk.

In the eighth article by Issara Suwanragasa, Pathathai Sinliamthong, Pallapa Srivalosakul, Nopphon Tangjitprom, and Chainarin Srinutshasad, the authors studied trends of electronic payment and its impact on the Thai economy. They found that internet/mobile banking had been the most popular E-payment in Thailand since 2017. In addition, they found that the E-payment had a positive impact on the Thai economy.

The last article is from Malaysia. Based on the Malaysian parent survey, Yek Ming Liew and Hwee Ling Siek designed a multi-functional baby naptime device for safe and eco-friendly modern living.

We welcome your comments and, of course, your manuscripts. Links to our manuscript submission site can be found at RJS Online Submission and Review System: www.rsu.ac.th/rjsh. We look forward to hearing from you and thank you in advance.



Editor-in-chief