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## **Aims and scope**

International Journal of Multidisciplinary in Management and Tourism is an interdisciplinary journal seeking an engagement between scholars working across a range of disciplinary fields, including Management, Tourism, critical theory and Interdisciplinary humanities and social sciences.

## **Frequency of Issue:**

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## **Peer Review Policy:**

All submitted manuscripts must be reviewed by at least 3 experts via the double-blinded review system

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## Preface

We are pleased to present Volume 6 Issue No. 2, 2022 edition of the International Journal of Multidisciplinary in Management and Tourism. This volume consists of eight articles, contributed by seven universities located in Thailand and China: Mahidol University International College, Shinawatra University, National Institute of Development Administration, Rattanakosin International College of Creative Entrepreneurship, Rajamangala University of Technology Rattanakosin, Panzihua University (China), and Chongqing Technology and Business University (China), and Mae Fah Luang University.

The first article explores King Vajiravudh's official nationalism through art discourse, by Sompong Amnuay-Ngerntra, Mahidol University International College. Political ideas, values, and behaviors have been significantly shaped and constructed by art, in all creative forms and outputs. Art frequently reflects social and political contexts by taking into account intentions, motivations, and reasons for human activity since it is influenced by its spatial-temporal aspects. The governing bodies and state leaders frequently promote feelings of nationalism in their followers and encourage them to maintain their place and standing in society. This article examines how politics and art interact by focusing on the unique official nationalism practised by King Vajiravudh, who aimed to maintain his political dominance by forcing his political philosophy on all of his subjects through artistic discourse.

The second article exploits literature review, historical analysis, and image analysis methods to study the aesthetic embodiment of stones in Literati paintings with garden themes in Song, Yuan, Ming, and Qing Dynasties, by Shuang Wang and Sakon Phugamdee, Shinawatra University. Landscape paintings with garden themes and the emergence and growth of Chinese classical gardens are complementary. Chinese classical gardens date back to antiquity, peaked under the Tang and Song Dynasties, and then began to decrease in the latter half of the Qing Dynasty. It rests the many musings of the ancients about nature and themselves and serves as a key conduit for Chinese culture and philosophy. Garden landscape painting, a subset of landscape painting, serves as a way for ancient people to examine the interaction between man and nature and translate their philosophy into concrete objects in addition to depicting actual gardens.

The third article is written by Fang Chen and Maoon Thoard, School of Liberal Arts, Shinawatra University, on the "creative approach for promoting violin performing arts in China in the 20<sup>th</sup> century." This study gained knowledge on Chen Gang's living circumstances during the writing of *The Golden Furnace* through literature research. In order to explore the path of Chinese violin nationalization, he merged Chinese national music resources with Western composition techniques and incorporated Western conventional violin playing talents into the Chinese nationalized music language. The violin master's creative process, which is still quite well-known in China, is also described in this essay. The renowned composer Mr. Chen Gang modified and produced the violin song "Golden Furnace." Although this song has a distinctive historical period-specific style, its lovely melody, excellent technique, and passionate delivery all make it deserving of further investigation.

The fourth article, written by Qiang Hao and Shun-Chi Yu, National Institute of Development Administration, examines how emotional labor can influence organizational citizenship behaviors of secondary vocational teachers. The purpose of this work was to investigate the relationship between organizational citizenship practices and emotional labor. In academic practice, emotional labor has drawn a lot of attention as a mental behavior to manage emotional attrition. Through a cross-level analysis of data from 350 secondary vocational instructors, this study investigated the processes of emotional labor's effects on

organizational citizenship behavior. This study reveals that organizational citizenship behavior is strongly and unfavorably impacted by emotional labor. The study also makes clear that organizational civic behavior and emotional labor are mediated by the psychological contract.

The fifth article is written by Jing Zhang and Sakon Phungaamdee, Shinawatra University, titled “The research on the composition form of landscape in Dunhuang murals”. The characteristics and evolution of landscape painting in the Central Plains since the Wei, Jin, Northern, and Southern Dynasties can be seen in the landscapes of the Dunhuang murals. The scenery in the Dunhuang murals has a special value, especially in modern times when none of the landscape paintings by well-known painters before the Tang Dynasty have been preserved. Chinese painting language is enriched by Dunhuang landscape paintings, and its compositional style has had a significant influence. Dunhuang landscape painting is an important grotto painting, much like other paintings of Dunhuang murals.

The sixth article is written by Chunmei Wang and Hongxia Li, titled “Do not worry about less but worry about inequality: the importance of interactive fairness in the performance appraisal of university faculty.” By looking at 407 teachers at a public undergraduate university in the Sichuan Province of China, this study investigated the mediating role of appraisal satisfaction (AS) in perceived interactive fairness (PIF) and faculty job performance (JP) as well as the moderating effect of performance-related pay (PRP) size on the relationship between appraisal satisfaction and faculty job performance in higher education. According to the findings, faculty members' job performance is positively correlated with their perception of interactive fairness and assessment satisfaction. The perception of appraisal interactive fairness and university faculty teaching performance (TP) and research performance is mediated by performance appraisal satisfaction (RP).

The seventh article is contributed by Anvar Variskhananov, Pornwasin Sirisawat, Narat Hasachoo, Thunwa Kaewket, and Tipavinee Sunwanwong Rodbundith, Mae Fah Luang University. The title of the article is “An exploratory of Thai herbs supply chain connectivity: a case study.” This study seeks to identify the key potential and challenges for the supply chain management of Thai herbs as well as the existing state of the system in use. The three possible herbs studied in this investigation—Limonella (*Zanthoxylum Limonella*), Turmeric (*Curcuma longa* Linn), and Kariyat—were the main focus (*Andrographis paniculate*). The stakeholders in the supply chain system's data were gathered through an unstructured interview. The results of this study revealed that there are some obstacles, including hurdles related to marketing, market distance, and a lack of laboratory tests. The supply chain management of Thai herbs has a variety of prospects, including a strategic location, a sufficient labor force, government promotion, and demand from outside markets.


The last article is written by Zou Zhihui, titled “Research on new media marketing of credit card business.” This article has three research objectives: to examine the significance of the credit card business in the Guangzhou branch of ICBC; to assess the relationship between new media marketing and credit-card business profitability; and to examine the nature of new media marketing strategies that can effectively promote credit-card business development. The study's findings were as follows: 1. There is a strategic need to raise the standard of the credit-card companies' goods and services in Guangzhou, loosen credit restrictions, and widen distribution channels. 2. A focus on leveraging new media marketing in innovative ways to continually enhance the process while paying attention to the finer details in order to grow the credit card business and increase profitability.

Once again, we are pleased to present the eight articles in the 6(2) 2022 edition of the International Journal of Multidisciplinary in Management and Tourism.

We continue to welcome submissions of manuscripts of multi-disciplinary nature and have themes related to tourism and management. All the manuscripts must be original, have not been published elsewhere, and have not been submitted to other publications while being submitted to us. The manuscripts should also be checked for plagiarism. The manuscripts will be reviewed by an editorial board before being distributed to anonymous independent double-blind reviews.

We also accept quality book reviews in addition to research manuscripts. All accepted manuscripts will be published online on our Journal website.

Before submitting your articles to our Journal, online, we urge that potential authors check our publishing policies, and follow the manuscript's criteria and formats.



Dr Chai Ching Tan  
Editor in Chief



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