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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.

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## Preface

We are pleased to present Volume 7 Issue No. 2, 2023 edition of the International Journal of Multidisciplinary in Management and Tourism. This volume consists of eleven articles, which involve multi-disciplinary issues, such as school policy, enterprise working conditions, tourism and carbon-neutrality, electric vehicle perceptions and relationships with corporate social responsibility, stock performances of banking systems, e-commerce consumer behaviors, cultural conservation in touristic destinations, luxury business operations, business model innovation, and SME's operational efficiencies.

The first article studies the imposition of school policy to solve the problems of early love among Chinese high school students. Specifically, the study examines the determinants of early romantic connections among high school students, assesses the consequences of these relationships on the students, and suggests policy initiatives to tackle this issue. Furthermore, it emphasized the influence of early romantic engagement on pupils, including several aspects such as psychological, physiological, intellectual, and interpersonal dimensions. In order to address this problem, the study suggests implementing a multifaceted strategy. This strategy would involve establishing a comprehensive student support system, improving legal education, implementing standardized uniforms in all high schools, regulating media coverage, strengthening social monitoring, managing internet content more strictly, and creating a specialized research institution. These approaches aim to establish a more conducive atmosphere for high school students dealing with early love relationships to promote their overall well-being.

The second article studies the Chinese enterprise's overtime problems and proposes solutions. The study uses the case of Jinan City, Shandong Province, China. Within China's rapidly growing economy, prolonged working hours have emerged as a defining characteristic of numerous corporate cultures. This practice, commonly known as the "996" work schedule (from 9 a.m. to 9 p.m., six days a week), has been subject to growing attention. The study shows that excessive overtime in Chinese enterprises encompass 1) detrimental effects on worker well-being, 2) reduced quality of life for employees, 3) tensions in familial relationships, and 4) violations of workers' lawful rights. Possible solutions to tackle the overtime problem include 1) improving vocational and technical training systems, 2) strengthening human resource management strategies, 3) establishing a comprehensive childcare framework, and 4) ensuring adequate protection of employee rights.

The third article studies and proposes policy recommendations for reducing carbon footprints to enhance carbon-neutral tourism in Krabi Province, Thailand. The objective of this study was threefold: (1) to analyze the carbon emissions resulting from tourism activities and businesses in Krabi province, with a specific focus on marine tourism; (2) to assess the carbon emissions associated with tourism activities and businesses in Krabi province; and (3) to provide recommendations to policymakers on how to reduce the carbon footprint and promote carbon-neutral tourism in Krabi province. This study utilized a qualitative methodology, employing semi-structured interviews and focus groups. This study put forth four strategies to advance carbon-neutral tourism, which are as follows: (A) Give priority to the utilization of alternative or renewable energy sources in transportation and enhance the efficiency of travel planning. (B) Minimize waste or refuse generated during the provision of services and advocate for tourism service management practices that minimize the leftover materials resulting from tourism activities. (C) Place emphasis on sourcing local organic or non-chemical food and minimize food processing. Additionally, reduce or abstain from purchasing animal products

with a significant carbon footprint and instead opt for local products. (D) Extend support to environmentally conscious hotels implementing carbon reduction, compensation, and repurchase strategies.

The fourth article studies the impact of corporate social responsibility on customer satisfaction with electric vehicles in Changsha City, Hunan Province, China. The study identifies that corporate social responsibility has a beneficial influence on corporate reputation, customer perceived value, and customer satisfaction. Accordingly, the study proposes a model to enhance customer satisfaction by integrating corporate social responsibility.

In the fifth article, Keertiman Sharma and Kristian Luciani evaluate the relationship between financial ratios and a firm's total stock returns using the published financial reports of Thai banking firms. Their primary objective is to scrutinize financial statements and assess the company's performance, solvency, and efficiency. They provide advantages to stakeholders in their decision-making processes, including potential investors, shareholders, lenders, managers, analysts, and the government. The results indicate no definitive correlation between the financial ratios of Thai banks and their overall stock returns. Nevertheless, the ranking based on financial ratio analysis exhibited a similarity to the ranking based on total stock returns.

In the sixth article, Hui et al. study the impact of the e-commerce live streaming servicescape on consumers' impulsive purchase intentions. The study offers numerous critical implications: 1. Social indicators encompass the trustworthiness, interactivity, and professionalism of live-streamers, which will positively and substantially impact customers' inclination to make impulsive purchases. The study shows the validity of the stimulus-organism-response (SOR) model, which considers the servicescape's social cues and physical signals as critical stimuli, while the flow experience enacts the role of organismic mediator to impact on consumers' impulsive purchases in live-streaming e-commerce context.

In the seventh article, Pasitpakapul et al. study the worship festival in Nakhon Nayok Province, Thailand, which aims to improve tourism attractiveness and contribution through cultural conservation. This study aimed to assess the requirements for preserving and examining the process of conserving the Puen ancestor's worship festival to promote tourism in the Sai Moon subdistrict of the Ongkharak district, located in the Nakhon Nayok province. The results indicated that there is a significant need for conservation in the areas of coordinating activities, public relations, and involvement. However, the levels of wisdom transfer and cultural preservation were moderate. The study also found a notable need for facilities and activities that include tourists, with public relations having a lesser effect on promoting tourism than the transfer of knowledge and expertise.

In the eighth article, Zhi et al. study the causal relationship factors that affect the performance of luxury business operations through online channels in Beijing Republic of China. The study concludes the interplaying relationships of service quality, innovation, marketing efforts, firm's overall performance, brand image and authenticity. Accordingly, the study suggests that businesses should prioritize service quality and the development of relationships to improve the quality of the buyer-seller connection and overall performance. By prioritizing these criteria, firms can cultivate mutually advantageous connections with their customers and attain elevated performance levels.

In the ninth article, Ma et al. study the impact of business model innovation on the performance of small and medium-sized internet enterprises in Nanchang City, Jiangxi Province, China. The study identifies capability, innovation management, and management skills as intermediary variables for investigating the influencing elements of business model innovation and corporate performance. Enterprises can enhance their performance by establishing and cultivating diverse marketing channels, fostering creativity, and engaging in business process reengineering. Additionally, firms can generate added value for their products by enhancing technical abilities, interpersonal skills, and conceptual skills. When it comes to the innovative development of firms, it is essential to prioritize selecting an effective or unique business model based on changes in income, operations, technology, and industry.


In the tenth article, Sheng Yan et al. studied the development of consumers' intentions to repurchase fresh products on a community e-commerce platform in Changsha, Hunan Province, China. The study concludes that customer experience substantially benefits the intention to repurchase. It also has a significant and positive impact on customer trust and satisfaction. Furthermore, customer trust and customer satisfaction have a significant and positive influence on the intention to repurchase. The customer experience indirectly contributes to the intention to repurchase by fostering customer trust and satisfaction. The study also recommends strengthening quality supervision, expanding the range of products available, increasing customer perceived value, improving the internal control system, and enhancing customer trust and satisfaction.

In the eleventh article, Yin et al. study the influence of employee expectancy on the operational efficiency of SMEs in Dalian City, China. The sustained success of any corporate organization relies heavily on diligent personnel who contribute significantly to the organization's achievements. This research paper seeks to examine the job qualities that impact work efficiency. The research discovered the impact of job characteristics on the work efficiency of small and medium-sized firms.

In the twelve article, Xiangyun Li. Study Thailand's Domestic Political Turmoil in 1992 and Its Impact on ASEAN Integration: An Analysis of Key Events and Decisions

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Dr Chai Ching Tan

Editor in Chief

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*Xiangyun Li*