

## FOREWORD

The first two articles in this issue consider important issues in the field of education and give special focus to graduate business education. Dr. Vinai Viriyavidhayavongs and Dr. Tang Zhimin discuss an important aspect of modern educational evaluation, that provided by students of their teachers. The article finds that current evaluations primarily are correlated with teacher clarity and teacher attitude towards students and then presents suggestions on how to expand the information provided by the evaluations.

Richard A. Brunner also presents a critique of contemporary business education, in this case aimed at the content of the curriculum. Professor Brunner argues that despite time constraints the education of future business leaders should be expanded to allow further discussion of three neglected areas: participation, punishment & professionalism.

Dr. Thongdee Kijboonchoo shifts the focus of the issue from business education to business itself. In particular, he presents a precise analysis of a central aspect of the Thai economy, the export sector, and discusses the reasons for the decline in this sector in the late 1990's, a decline that had a significant impact on the country's economic problems of that period.

With San Shwe Baw's article we switch again from business to the humanities. The author observes that great fictional works present microcosms of life and discusses the value of these small representations by exploring a theme in Pearl Buck's novel, *The Good Earth*. Professor Baw looks at this novel as a representation of a human being who experienced both poverty and prosperity and encourages us to meditate on these vicissitudes of human life.

Once again this issue provides our readers with a varied fare on which to reflect. We hope that all readers of the ABAC Journal will find the issue interesting and useful.

The Executive Editor

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