Statement from the Managing Editor

We are very pleased to publish the second issue of the AU Journal of Management. This issue presents articles on economics, management, and marketing, topics that are very important to any business-oriented university and thus we expect that they will be useful to many of our readers. As always, we present these articles from the perspective of an international journal, but one that has its roots planted firmly on Thai soil. This dual perspective is demonstrated especially by our articles on Human Resource Management.

Article #1 Uratsuji and Arttachariya
In the first article, Yoshimichi Uratsuji and Patricia Arttachariya, assess the ethnocentric staffing policies that Japanese multinational companies (MNCs) employ to coordinate the activities of their subsidiaries in Thailand. It focuses on the role of Japanese expatriates in these subsidiaries and assesses their performance. In the process, it offers a comprehensive evaluation of the organizational fit of the Japanese HRM practices within the current Thai business environment.

Article #2 Visitchaichan
In the second article, Somchart Visitchaichan investigates human resource management (HRM) practices in Thailand, focusing specifically on HRM’s role as a strategic partner. HRM in Thailand has undergone gradual, but significant, change, with movement away from more traditional styles of HRM toward more flexible employment systems. The drive towards a more strategic role for human resources within Thai organizations stems from pressures relating to a demanding business environment, advancements in technology, changes in legislation, global expansion and an increasingly diverse workforce, as the author points out in his article.

Article #3 Titheesawad and Kijboonchoo
The third article is one that explores the effects of bundling on consumers’ purchase intention by Issara Titheesawad and Thongdee Kijboonchoo. Product bundling is a common tool to increase sales and profits for the firms when they sell products. In traditional markets, because the consumer’s reserve price to each product is different, adopting product bundling strategy can achieve organizational goals. Given that there are plenty of forms and varieties of product bundling, the authors believe that it is necessary to modify the product bundling strategy to meet consumer demand.

Article #4 Ngamkroechjoti and Johri
In the fourth article, Chittipa Ngamkroechjoti and Lalit M. Johri investigate the environmental scanning practices of medium sized finance companies after the 1997 economic crises. The authors argue that regardless of size and performance, firms must have the means to assess the external environment to maintain competitive edge.
Changing customer needs, competitive forces, and the macro economy demonstrate the importance of assessing and analyzing the external environment and has made environmental scanning essential to the strategic management process. The findings of their study hold implications for both practitioners and researchers.

Article #5 Theingi and Purchase
In the final article, Theingi and Sharon Purchase focus on the importance of SMEs in the Thai export economy. Given that more than 90% of the total number of establishments in the manufacturing sector in Thailand are SMEs, discovering how Thai SMEs operate and perform well in their export markets is of vital importance to Thai manufacturing exporters, export intermediaries, policy makers and researchers.

I thank all the authors and reviewers for their vision, hard work and dedication. The AU Journal of Management is interested in publishing articles from a wide range of disciplines. It is my hope that the Journal continues to expand its local and international boundaries, and that it can further broaden its range of functional areas to include more articles on strategic management, supply chain and logistics, product design, and so on. I look forward to receiving your contributions.

Patricia Arttachariya, Ph.D.
Managing Editor