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FOREWORD

It has developed in many dimensions over the past decade. We are alert, embracing the accelerating technology, and adapting it to each context. It cannot be denied the importance of innovative communication in every dimension of every sector, with communication channels that use technology and digital systems to manage and bring benefits. On behalf of the editorial advisers, board members, and the editor team of Social Science Asia, volume 9, number 3, 2023, the Faculty of Management Science at Panyapiwat Institute of Management brings readers to examine aspects of innovative communication: creating effective skills for the advancement of the evolving workplace. This issue is concentrated on academic content, including how does creative intercultural communication work? The impact of one country's media image on consumers in another country; digital HR: the digital transformation in human resources management in the aviation business; marketing communication as a factor of the modern university scientific and innovative potential formation and development; deskilled abroad, upskilled in the Philippines: the lived experiences of Filipino teachers; cultural and historical impacts on integrative motivation in Thailand; and book review: the psychology and communication behind flight anxiety: afraid to fly. I hope you enjoy reading our well-selected articles, and I am very much looking forward to receiving fruitful feedback.

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Editor