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FOREWORD

The speed and rate of technological adoption have been accelerating over the past decades. It's always been a question of how human being reacts to the growth of digital technology. On behalf of the editorial advisers, board members, and the editor team of Social Science Asia, volume 8, Number 2, 2022, the International College at Panyapiwat Institute of Management brings readers to examine aspects of human and technology adoption from across the world. This issue is dedicated to examining the relationship and impact of various techniques used from a psychological perspective. Articles are combined with exploring the use of different types of technology from professional practice and training as well as a psychological consequence on digital phenomena such as human cognition and social interactions. Starting from our book review: 21 lessons to encounter 21st-century technological challenges to attempting to investigate the implementation of AI in the journalism industry in Abu Dhabi; Comparing users' experiences in mobile payment between Thailand and Sweden; Opinion mining of product reviews using hybrid machine learning of hotel room services in Thailand; How digital transformation in higher education serve entrepreneurial culture creation in Lithuania and ending with Attitude of work-life-balance of top management who work in technical and engineering areas in Japan. Technological disruption has placed a great emphasis on human use and interaction. It has penetrated to every part of our lives and is worth examining the degree of the impact. Hope you enjoy reading our well-selected articles and I am very much looking forward to receiving fruitful feedback.

Asst. Prof. Veerisa Chotiyaputta, DBA
Editor-in-Chief