

Journal of Thai-Chinese Social Science (JTCSS)

Vol. 1 No. 1 (2024): July - December

Aims and Scope

The Journal of Thai-Chinese Social Science (JTCSS) (Online ISSN: 3057-157X) is a multidisciplinary platform dedicated to fostering academic excellence. We spans a diverse array of fields within the social sciences, reflecting our commitment to publishing high-quality research papers in both Chinese and English. The aims and scope of this issue are as follows:

- Cultural Analysis and Identity Studies
- Education and Language Learning
- Digital Finance and Curriculum Reform
- Photography and Visual Arts
- Cross-Cultural Communication
- Cultural and Creative Designs
- Educational Technology
- Heritage Language Teaching
- International Chinese Education
- Policy Banks and Operational Risks
- Music Tourism Research
- Legal and Regulatory Studies
- Tourism and LDA Model
- Innovation and Entrepreneurship Education
- Bibliometric Analysis



The JTCSS aims to serve as a platform for scholarly discourse that transcends disciplinary boundaries, fostering a dynamic exchange of ideas that contribute to the advancement of global social sciences. We are committed to maintaining the highest standards of peer review, ensuring that each article meets stringent criteria for scholarly excellence, originality, and relevance. Through this inaugural issue, we set the stage for future contributions that will enrich the tapestry of knowledge in the social sciences.



Dr. Songyu Jiang

Preface

Dear Colleagues and Esteemed Readers,

I am Dr. Songyu Jiang, the Chief Editor of the Journal of Thai-Chinese Social Science (JTCSS) (Online ISSN: 3057-157X), and it is with great enthusiasm that I stand before you today to mark the auspicious beginning of our academic voyage. As we unveil the first issue of our journal, we embark on a journey through the vast and intricate landscapes of the humanities and social sciences.

This maiden edition of the JTCSS is not merely a collection of scholarly works; it is a vibrant tapestry woven from diverse perspectives, groundbreaking research, and insightful analysis. It is our ambition to unravel the complexities of human experience, challenge the status quo, and ignite a discourse that pushes the boundaries of intellectual exploration. I am deeply honored to be at the helm as we launch this new volume: Vol. 1 No. 1 (2024): July - December.

We are pleased to honor the paper "**A Sociological Analysis of the Cultural Characteristics of Hotpot Restaurant Names in the Sichuan-Chongqing Region**", authored by Ming Li and Kanokporn Numtong, as the best paper in this issue. This insightful study delves into the cultural significance and formation mechanisms of hotpot restaurant names in the Sichuan-Chongqing region. It meticulously examines how these names reflect cultural heritage, regional identity, brand building, and customer experience, while also uncovering the socio-cultural motivations behind them.

Our mission extends beyond the mere act of publication. We aspire to spark conversations, incite intellectual awakenings, and nurture a dynamic community of scholars. As the editor, I envision this journal as a platform for diverse voices, a forum where seasoned academics and emerging minds can engage in dialogue that enriches all participants and the broader academic community.

To achieve these lofty goals, we are unwavering in our commitment to uphold the highest standards of peer review. Each article is scrutinized to ensure it meets stringent criteria for scholarly excellence, originality, and relevance, while also resonating with both academic and practical implications. To our reviewers, who are the unsung heroes of our academic community, I offer my heartfelt thanks for their dedication to this meticulous process.

While we maintain our scholarly rigor, we must also celebrate the spirit of intellectual curiosity. Let us embrace inquisitiveness, foster creativity, and cultivate an environment where bold ideas are not only welcomed but can also flourish.

Dear colleagues, let us embark on this journey with a spirit of adventure, driven by our collective passion for knowledge and discovery. As we celebrate the birth of this first issue, I extend my warmest congratulations and express my hopeful anticipation for the future. May the Journal of Thai-Chinese Social Science serve as a beacon of intellectual enlightenment, guiding us through the ages of academic exploration.

Yours sincerely,
Dr. Jiang Songyu

Editor of the Journal of Thai-Chinese Social Science

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