

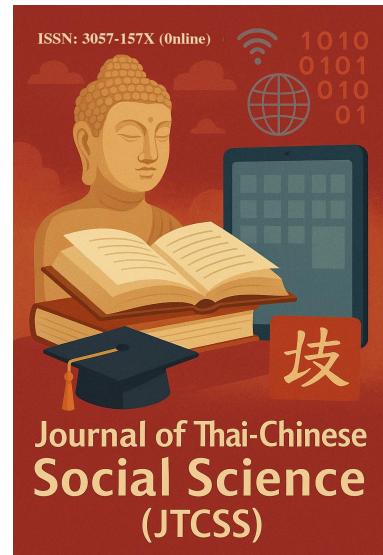
Journal of Thai-Chinese Social Science (JTCSS)

Vol. 2. No. 1(2025): January–April

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,

We are pleased to present Volume 2, Issue 1 (January–April 2025) of the Journal of Thai-Chinese Social Science (JTCSS). This issue continues our commitment to interdisciplinary exploration at the intersection of education, culture, digitalization, and social development in the Thai-Chinese context.

This edition includes six original and insightful articles that examine a range of emerging topics—from rural cultural revitalization and digital teaching reform in arts education, to Chinese language acquisition among Thai learners, and the evolving personalization of Chinese education in the digital intelligence era. These works contribute to deepening our understanding of social science in both theoretical and practical dimensions, particularly as they apply to Thai-Chinese intercultural engagement.

We are especially proud to feature the article titled:

“Theoretical Model and Strategic Framework of Digital Communication of Chinese Civilization: An Empirical Analysis Based on Grounded Theory”

Authored by scholars from Hainan University, this study offers a grounded theory-based framework that explores how Southeast Asian Chinese communities engage in the digital dissemination of Chinese civilization. Through a six-dimensional model, it presents strategic directions for enhancing global cultural communication and stands out as this issue’s Featured Article.

The diverse academic contributions in this issue reflect the journal’s broader mission—to foster dialogue across disciplines, connect scholarship to cultural realities, and offer policy-relevant insights for education, communication, and development within Thai and Chinese societies.

We extend our sincere gratitude to the authors, reviewers, and readers who support JTCSS and help advance scholarly exchange in this growing field. We look forward to your continued engagement and contributions in future volumes.

Dr. Songyu Jiang, Editor-in-Chief

Journal of Thai-Chinese Social Science (JTCSS)

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