

Journal of Thai-Chinese Social Science (JTCSS)

Vol. 3 No. 3 (2025): September - December

Aims and Scope

The Journal of Thai-Chinese Social Science (JTCSS) is a multidisciplinary platform dedicated to fostering academic excellence. We span 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

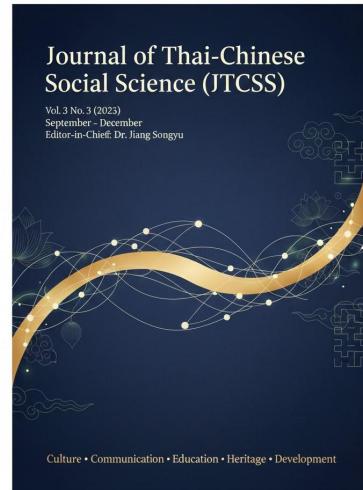
The JTCSS aims to serve as a platform for scholarly discourse that transcends disciplinary boundaries, fostering a dynamic exchange of ideas that contribute to the advancement of global social sciences. We are committed to maintaining the highest standards of peer review, ensuring that each article meets 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

Editor-in-Chief

Journal of Thai-Chinese Social Science (JTCSS)



Preface

It is my pleasure to present *Vol. 3 No. 3 (2025): September–December* of the *Journal of Thai-Chinese Social Science (JTCSS)*. This issue brings together a diverse set of contributions that collectively illuminate the evolving Thai–Chinese social landscape—one shaped by expanding mobility, accelerating digitalization, and renewed attention to cultural circulation and institutional modernization. While the articles speak from different disciplinary traditions, they share a common analytical commitment: to understand how social meaning, public trust, cultural identity, and developmental capacity are constructed and negotiated amid rapid socioeconomic transformation.

A distinctive strength of this issue lies in its balanced engagement with both continuity and change. Several papers revisit enduring cultural resources—performance traditions, literary aesthetics, and cultural heritage—while simultaneously examining how these resources are reinterpreted and mobilized in contemporary contexts. Other contributions focus on new infrastructures of social life, including platform-based communication, applied higher education reform, and modern logistics systems. Taken together, the issue foregrounds a key insight for Thai–Chinese social science: historical legacies and emerging systems are not separate domains, but mutually constitutive forces that shape how communities narrate their experiences and pursue collective futures.

One thematic thread across the issue is the question of communication—understood broadly as the processes through which identities and relationships are expressed, perceived, and sustained. Cultural performance, for example, is approached not only as artistic practice but also as a living intercultural space in which symbolic meaning, emotional resonance, and relational bonds are continually reconfigured. Such work invites us to view Thai–Chinese interaction as an active process of co-production, where shared experiences are built through participation, interpretation, and dialogue. From this perspective, cultural expression becomes a form of social connectivity, offering both academic insight and practical relevance for cultural exchange initiatives.

A second thread concerns the transformation of public discourse in the digital age. Digital platforms—particularly livestreaming and participatory commenting—have become new arenas for cross-cultural perception and image formation. In such environments, representations circulate at high speed, audiences become co-authors of meaning, and the boundaries between “everyday communication” and “public diplomacy” are increasingly porous. The research featured in this issue helps clarify how these dynamics operate in practice: how authenticity is performed and evaluated online, how cultural symbols are selectively highlighted, and how public narratives can crystallize around emotion, technology, and experiential encounters. This line of inquiry is increasingly important for

Thai–Chinese studies, where digital media now plays a major role in shaping mutual understanding across societies.

Beyond cultural and communicative domains, this issue also emphasizes applied social science and development-oriented analysis. Studies on industrial logistics modernization, for instance, address the crucial yet often underappreciated infrastructures that support regional economic vitality. Cold chain systems, standards, and technology adoption are not merely technical questions; they are deeply social, involving governance arrangements, trust in quality assurance, and the coordination of enterprises across supply networks. Similarly, research on curriculum reconstruction in applied universities highlights how education systems respond to changing labor markets, digital-intelligence transitions, and industry–education integration. By drawing on value co-creation logic, this work speaks to a pressing regional challenge: how to cultivate graduates who can participate meaningfully in digital commerce ecosystems while preserving academic rigor and ethical responsibility.

Importantly, this issue also returns to the intellectual foundations of cultural creativity. The analysis of classical literary practice reminds us that innovation often emerges from tension—between elite refinement and broader social worlds, between aesthetic ideals and lived experience, and between tradition and transformation. Such scholarship is valuable not only for its historical depth, but also for how it contributes to contemporary debates about cultural production, identity positioning, and interpretive authority. In a period where “culture” is frequently discussed as content or commodity, this research insists on culture as a complex social process—one requiring careful contextual reconstruction and interpretive rigor.

The digitization of cultural heritage provides yet another important bridge between past and future. As cultural heritage initiatives increasingly adopt advanced technologies, evaluation criteria must expand beyond scale and technical achievement toward questions of narrative quality, cross-cultural dialogue, sustainability, and governance. The framework-oriented discussions in this issue point to a necessary shift: from “digitization as representation” to “digitization as communication,” where heritage becomes a platform for intercultural understanding rather than a static archive. This shift resonates strongly with the mission of JTCSS, which aims to support scholarship that is regionally grounded yet globally conversational.

Finally, this issue offers insight into contemporary consumer culture and cultural-creative industries, demonstrating how emotional value and immersive experiences shape purchasing behavior and brand identification. This work contributes to broader social science discussions of affect, identity, and meaning-making in market contexts—especially as cultural consumption becomes increasingly experience-driven and community-oriented. In many Thai–Chinese settings, cultural-creative markets are not only economic sectors but also arenas where generational identity, symbolic belonging, and social participation are expressed.

As Editor-in-Chief, I extend my sincere appreciation to all authors for their contributions, and to our reviewers for their time, expertise, and commitment to academic integrity. Rigorous peer review remains essential to ensuring that published scholarship is credible, constructive, and cumulative. I also thank our readers for engaging with JTCSS and helping to build a growing scholarly community focused on Thai–Chinese social science.

We warmly welcome future submissions that advance theory, strengthen methodology, and address pressing questions in Thai–Chinese and broader regional contexts. JTCSS particularly encourages interdisciplinary work that connects cultural analysis with social policy, digital transformation with social impact, and regional case studies with conceptual innovation. We invite scholars, practitioners, and emerging researchers to continue contributing to the journal’s mission: fostering high-quality research that is intellectually rigorous, socially meaningful, and committed to improving mutual understanding between Thailand and China.

With best wishes,

Dr. Jiang Songyu

Editor-in-Chief, *Journal of Thai-Chinese Social Science (JTCSS)*

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