

Journal of Thai-Chinese Social Science (JTCSS)

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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 1, Issue 1 (January 2026) of the Journal of Thai-Chinese Social Science (JTCSS). This issue continues our commitment to interdisciplinary scholarship that bridges Thai–Chinese social realities with cutting-edge themes in digital transformation, public service governance, and emerging consumer cultures.

This edition features four original articles that collectively explore how value, efficiency, and trust are constructed in rapidly changing institutional and market environments. The issue highlights two closely connected fronts of transformation. First, it examines how brand experience can shape consumer decision-making in the new energy vehicle (NEV) landscape through perceived value and identity-based mechanisms. Second, it brings focused attention to AI-enabled hospital management, addressing pressing concerns such as patient flow optimization, intelligent queuing governance, performance management logic, and the formulation of KPIs under data-driven systems. Together, these studies illustrate how digital intelligence is moving from a technological “addition” to a strategic infrastructure for governance and decision-making.

We are especially pleased to feature the article titled:

“Brand Experience and Purchase Intention in the New Energy Vehicle Market: The Mediating Roles of Perceived Value and Brand Identification”

This study offers a clear and actionable analytical pathway linking experiential design to consumer intention in the NEV context, providing both theoretical insight and practical guidance for organizations operating in high-innovation markets. For its strong conceptual structure, empirical clarity, and relevance to contemporary industrial transformation, we recognize it as this issue’s Featured Article.

The diverse contributions in this issue reflect the journal’s broader mission: to foster dialogue across disciplines, connect scholarship to social and cultural realities, and offer policy- and practice-relevant insights for Thai–Chinese contexts and beyond.

We extend our sincere gratitude to the authors, reviewers, and readers who support JTCSS and help advance scholarly exchange in this growing field. We warmly welcome future submissions that demonstrate solid theory, transparent methods, and meaningful contributions to knowledge and practice.

With best wishes,

Dr. Jiang Songyu

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