

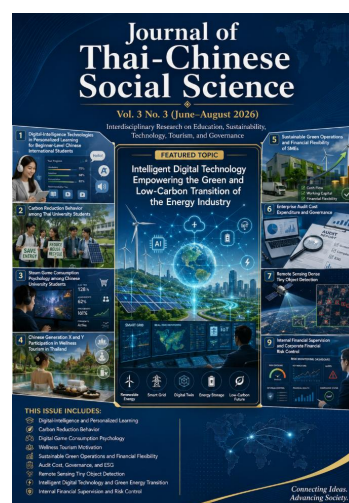
Journal of Thai-Chinese Social Science (JTCSS)

Vol. 3. No. 3 (2026): June - August

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:

- Digital-Intelligence Technologies and Personalized Learning
- International Chinese Education
- Educational Technology and Language Learning
- Carbon Reduction Behavior and Collective Identity
- Environmental Psychology and Sustainable Behavior
- Digital Consumer Behavior and Gaming Psychology
- Platform Consumption and Perceived Value
- Wellness Tourism and Tourist Motivation
- Generational Differences in Tourism Behavior
- Sustainable Green Operations
- Financial Flexibility and SME Resilience
- Corporate Governance and Audit Cost Management
- ESG Governance and Digital Auditing
- Internal Financial Supervision and Risk Control
- Intelligent Digital Technology and Green Energy Transition



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 Vol. 3, No. 3 (June–August 2026) of the Journal of Thai-Chinese Social Science (JTCSS). This issue continues our commitment to interdisciplinary scholarship that connects Thai–Chinese social realities with broader developments in education, sustainability, digital transformation, tourism, governance, and technological innovation.

This edition brings together a diverse collection of articles that examine how contemporary societies and organizations are being reshaped by intelligent technologies, environmental transitions, changing consumer behavior, and evolving governance systems. Across the issue, several interconnected themes emerge. First, the issue highlights the growing role of digital intelligence in education and learning. One article explores how digital-intelligence technologies support personalized learning for beginner-level international students of Chinese, offering insights into the integration of technology, learner needs, and language education in increasingly digital environments.

Second, the issue addresses sustainability and pro-environmental behavior from both individual and organizational perspectives. It includes research on carbon reduction behavior among Thai university students, demonstrating how psychological, social, and identity-related factors shape low-carbon action. At the organizational level, the issue also examines sustainable green operations and their relationship with financial flexibility in small and medium-sized enterprises, showing how environmental responsibility and financial resilience can become mutually reinforcing.

Third, the issue pays close attention to digital consumption, tourism, and lifestyle transformation. Articles on Steam game consumption among Chinese university students and on wellness tourism motivation among Chinese Generation X and Y tourists in Thailand reveal how perceived value, motivation, expectation, and platform or destination characteristics shape consumer and travel behavior in contemporary contexts.

The issue further expands into the fields of corporate governance, financial supervision, and engineering applications. Contributions on enterprise audit cost expenditure and internal financial supervision provide important perspectives on governance, compliance, ESG, and financial risk control in a rapidly changing economic environment. In addition, a review on dense tiny object detection in remote sensing demonstrates the journal's openness to technological and applied research with broader social and strategic significance. We are especially pleased to feature the article titled:

“The Mechanism and Coupling Measurement of Intelligent Digital Technology Empowering the Green and Low-Carbon Transition of the Energy Industry.”

This article, with Xiaojun Ke as first author, offers a timely and analytically rich discussion of how intelligent digital technologies, including artificial intelligence, digital twins, the Internet of Things, and blockchain, are transforming the energy industry. By linking digital empowerment with green and low-carbon transition, the study makes a meaningful contribution to current debates on sustainable development, industrial transformation, and policy coordination. For its interdisciplinary relevance and practical significance, we recognize it as this issue's Featured

Article.

The contributions in this issue reflect the broader mission of JTCSS: to foster interdisciplinary dialogue, connect scholarship with real-world transformation, and provide research that is both contextually grounded and socially meaningful. We sincerely thank our authors, reviewers, editorial board members, and readers for their continued support.

With best wishes,

Dr. Jiang Songyu

Editor-in-Chief

Journal of Thai-Chinese Social Science (JTCSS)

Email: songyujiangscholar@gmail.com,

Editorial Board

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Krungthep

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Editorial Office

68 Soi Ramkhamhaeng 21 Intersection 10, Phlapphla Subdistrict, Wang Thong Lang District Bangkok 10310

Foundation for Globalization and Fairness (FGF): 0639107763, 021197687

Coordinator: 0653961669, 0968319819, 0836653979

Email: journal.thaichinese@gmail.com