

**St. Theresa Journal of Humanities and Social Sciences**  
**Volume 11, Number 2, 2025**

**Editorial Note**

The St. Theresa Journal of Humanities and Social Sciences, Volume 11, Number 2 (2025), features twelve peer-reviewed studies that interrogate processes of innovation and transformation shaping contemporary societies. Through empirically grounded and interdisciplinary scholarship, this issue advances understanding of how human, organizational, and cultural systems adapt to emerging challenges across diverse contexts.

The first article, “Examining Job Engagement Components Predict Employee Job Satisfaction: A Case Study from Central Thailand,” investigates the relationships between key components of job engagement and employee job satisfaction within an electricity-generating organization. The findings highlight growth and development as the strongest predictors of job satisfaction, emphasizing the importance of employee empowerment, recognition, and participative management for organizational effectiveness.

The second article, “Shaping the Sustainable Industry: The Role of Corporate Mission Statements and Industry Characteristics in Thai Sustainable Companies Listed on the Stock Exchange,” examines how corporate mission statements and industry characteristics contribute to shaping sustainable business practices. Through content and statistical analyses, the study identifies critical variables such as talent development, digital assets, governance, competitiveness, and sustainability, offering strategic implications for long-term economic growth and alignment with the Sustainable Development Goals.

The third article, “An Empirical Study of Learning Agility Factors among Thai Employees in the Thai Context: A Mixed-Methods Approach,” explores culturally relevant learning agility factors within Thailand. Using literature review, expert interviews, and exploratory factor analysis, the study proposes eight learning agility dimensions, providing a foundation for future leadership development and human resource research in Thai organizational contexts.

The fourth article, “A Multimodal-Cultural Analysis of Malaysia’s Tourism E-Advertising,” applies systemic functional linguistics and visual grammar frameworks to examine how verbal and visual modes construct interpersonal meaning in tourism advertisements. The findings demonstrate how high-context cultural communication is reflected through subtle linguistic choices and visual strategies, contributing to multimodal discourse analysis and intercultural marketing studies.

The fifth article, “The Relationship between Proximity to Television Transmission Towers and the Health Conditions of Secondary School Students in the Bangkok Metropolitan Area,” addresses public health concerns related to radiofrequency electromagnetic field exposure. The study finds a significant association between residential proximity to transmission towers and emotional health symptoms among students, underscoring the need for health monitoring and further empirical investigation.

The sixth article, “Exploring Emotional Engagement and Challenge Resolution in Story Reading among Basic EFL Students at a Private University in Thailand,” examines how emotional responses influence reading comprehension and language retention. The findings reveal that positive emotional engagement enhances motivation and learning outcomes, while students employ diverse strategies to overcome reading challenges, highlighting the importance of integrated and emotionally supportive EFL instruction.

The seventh article, “Investigating the Effectiveness of Merrill’s Principle of Instruction on Secondary School Chemistry Students’ Achievement in Delta State,” evaluates the instructional effectiveness of Merrill’s First Principles of Instruction. The results show that students taught using this approach significantly outperformed those taught through traditional lecture methods, supporting its adoption in science education.

The eighth article, “Organizational Culture and Job Satisfaction: The Mediating Role of Work-Life Balance in the Airline Industry,” examines how work-life balance mediates the relationship between organizational culture and job satisfaction among airline ground staff in Thailand. The findings confirm partial mediation and emphasize the importance of supportive organizational culture in promoting employee well-being and retention.

The ninth article, “Islamic Work Ethics and Entrepreneurial Orientation: Empirical Evidence from Private Small and Medium Enterprises in Yemen,” explores the relationship between Islamic work ethics and entrepreneurial orientation. The study reveals strong positive relationships between ethical values and entrepreneurial behaviors, offering theoretical and practical implications for fostering entrepreneurship in Islamic and developing economies.

The tenth article, “Gamifying Students’ Learning Experiences: Effect of Gamification Teaching Approach on Political Science Undergraduates’ Scholarly Outcomes in Delta State University, Nigeria,” investigates the impact of gamification on students’ academic performance. The findings demonstrate that gamified instruction significantly enhances scholarly outcomes, regardless of gender, supporting its broader application in higher education.

The eleventh article, “Utilisation of Social Network Sites and Social Studies Undergraduates’ Scholarly Performance,” examines how social media usage relates to academic performance. The study finds significant associations between the frequency and duration of SNS use and scholarly outcomes, highlighting the need for guidance on effective and responsible use of digital platforms in academic contexts.

The final article, “Desired Accounting Graduate Characteristics According to Learning Outcomes under the Higher Education Qualifications Framework 2022: Empirical Evidence from Asia-Pacific International University,” identifies key graduate attributes valued by stakeholders. The findings emphasize ethics and professional integrity as the most critical characteristics, recommending curriculum reforms to better align accounting education with labor market expectations and sustainable human capital development.

Each article in this issue reflects a sustained commitment to advancing knowledge through thoughtful inquiry and empirical rigor. Collectively, these studies not only deepen understanding of contemporary issues in the humanities and social sciences, but also invite continued reflection, dialogue, and innovation. It is our hope that this body of work will inspire

scholars, educators, and practitioners to further explore meaningful questions and contribute to socially responsive and ethically grounded research.

Chaipat Wattanasan, Ph.D.  
Chief Editor, SJHS Journal